STUDY OF THE EFFECTIVENESS OF ONLINE MARKETING ON INTEGRATED MARKETING COMMUNICATION

Dissertation submitted to
Selinus University of Sciences and Literature, School of Business and Media
in partial fulfillment of the requirements for the award of the degree of
PHILOSOPHY DOCTORATE IN MARKETING

Submitted by:
SUNIL KUMAR DHARMAPPA
Lagos, Nigeria
(STUDENT ID: UNISE0774IT)

JANUARY, 2019

STUDY OF THE EFFECTIVENESS OF ONLINE MARKETING ON INTEGRATED MARKETING COMMUNICATION

DECLARATION

"I do hereby attest that I am the sole author of this project/thesis and that its contents are only the result of the readings and research I have done". The dissertation titled "Study of "The Effectiveness of Online Marketing On Integrated Marketing Communication" Submitted for the Award of Doctorate in Marketing at University of Selinus, faculty of Business and Media; is my original work and the dissertation has not formed the basis for the award of any degree, associateship, fellowship or any other.
The material borrowed from similar titles other sources and incorporated in the dissertation has been duly acknowledged.

The research papers published based on the research conducted out of the course of the study are also based on the study and not borrowed from other sources.

Date: 8 January 2019

STUDENT SIGNATURE
STUDENT ID: **UNISE0774IT**

ACKNOWLEDGEMENT

I am thankful to **University of Selinus** Faculty of Business and Media for giving me an opportunity to pursue Doctorate in Marketing.

I would also like to thank my guide and my faculties source of inspiration for their valuable mentoring and inputs. Their constant support and invaluable advice has always guided me towards the right direction. They helped me to know various phenomenon's related to the research practices which further gave an impetus to channelize my study in an appropriate way. I sincerely thank them for their treasured guidance without which this dissertation would have never been possible.

I am also grateful to "**Mr. Harpreet Singh Randhawa** – Executive Director – Stallion Group of Companies" for helping me in every stage of this achievement.

Lastly, I express my deep sense of gratitude to the almighty, my family members, friends & colleagues who have directly and indirectly helped me in this dissertation.

Signature of Student

STUDENT ID: **UNISE0774IT**

ABSTRACT

The business environment is drastically revolving and changing, so is the tools employed in decision making process. The changing business environment require that organisation achieve more customer satisfaction, exceed shareholder's expectation, integrated and harmonize all stakeholders' interest to remain competitive. With the growth in the internet users and application since the last three decades, organization have started shifting focus from offline marketing to online in reaching out to more customers. Online marketing is therefore not seen by many scholars as another form of promotional tools like advertising, personal selling, direct marketing among others but seen as a powerful medium of implementing the various marketing tools online to reach more targeted local and global audience.

This research work investigated the effectiveness of online marketing on integrated marketing communication strategy. Specifically, the work aimed at assessing the extent online platform improves the effectiveness of integrated marketing communication strategy. To achieve the objectives of the study, the researcher employed descriptive survey where the marketing/sales department officers of three organization were sampled to collect relevant information regarding the effectiveness of online marketing in actualizing the goal of integrated marketing communication. The organization sampled includes Coca-Cola Nigeria (multinational firm), Uber Nigeria (multinational Firm) and ABC paint (domestic firm) in carrying out the study.

Information was obtained from the respondents using questionnaire instrument of data collection using 5 point Likert Scale. The data was analyzed using descriptive statistics (mean, standard deviation, Skewness etc) and frequencies (percentages, table and graph). From the research findings, it was revealed that online marketing is effective in integrated marketing communication strategy of the organisation by increasing the brand awareness, improves customer satisfaction, easy integration and management, and facilitates automation of marketing activities. It was equally revealed that integrated marketing online effectiveness can be measured using a number of metrics including consumer interaction on site, number of repeated visit, sales volume and profits among others. The researcher also discovered that the trending online marketing tools employed by most organisation includes, e-mail marketing, social media marketing, search engine marketing, artificial intelligence and chartbot among others.

It is therefore recommended among others that organizations need to employ various artificial intelligence technology to gather as much information as they can about their customer needs, psychographic, geographic and demographic information to determine what marketing strategy and medium will appeal most to the targeted customers and channel more of the marketing effort towards such direction.

Topic: Study of the Effectiveness of online marketing on integrated marketing communication.

TABLE

Chapter Three

Chapter Four: Research Methodology

CHAPTER FIVE: DATA PRESENTATION AND ANALYSIS

CHAPTER SIX

LIST OF TABLE

LIST OF FIGURE

CHAPTER ONE

1.1 Introduction

The global economy and the corporate world has witnessed tremendous changes in the last three decades with technology advancement particularly information technology. ICT has continued to revolutionize the way we do business, interact and live. Information technology has disrupted the business world and have rendered most outstanding theory and principle of marketing invalid and irrelevant such that any organisation that fail to embrace technological advancement and innovation in information technology will have no place to compete in the twenty first century business environment (Preeti, 2018; Belch & Belch, 2004).

Google (2007) argued that the proportion of people having access to the internet is growing yearly by an average of 3.8 percent more than the growth rate in the world population. Belch & Belch (2004) further noted that the internet has been growing rapidly more than 10 times both in its application and users since the 1980s largely because of its imbedded features including flexibility, personalization and interactivity. Information technology has bridge the many difficult gaps existing in the organisation in the past thereby driving the profitability of the organisation in today's competitive environment (Devi & Konti, 2011). Information technology can be employed as a tool to reach global audience at a minimized cost and has contributed more than 50 percent in the successful integration of the global economy (Devi & Konti, 2011).

Every strategic tools of the organisation to achieve competitive advantage in today's competitive business environment must incorporate one or more aspect of the information technology. This is partly because it enables an integrated and coordinated mechanism of sharing information across the partners and audience involved in the implementation of a strategy. As argued by Preeti (2018) information technology has revolutionalized the means at which organisation communicate to both existing and prospective customers, increasing return on investment and reduce cost of reaching out to the customers. Weinstein (2008) argued that the rapid growth in the role of internet in the success of business are influnced by a number of activities including easy access to the web, low cost of accesssing the web, reduced cost of communication, favourable policy that encourage internet usage, rise in technology among others. ICT has provided a better platform to reach customer within the locality and global market at ease and the process of reaching the customer through the internet is called online marketing.

Online marketing or e-marketing as often referred to all marketing activities carried out online to reach the customers as opposed to the traditional way of reaching the customer like print media, sales promotion, adverts on tv and on radio (Goldfarb, 2011). Weinstein (2008) is of the view that online marketing is the promotion of organisation products through digital or electronic platform. Such as any promotion made on social media, mobile phones, digital television & radio sites as well as digital banners on various websites. Thus, internet marketing uses online platform to deliver promotional marketing message to consumers (Pawar, 2014). The platform of advertising in online as noted by Pawar (2014) include e-mail marketing, social media marketing, mobile phone marketing, search engine marketing, and banner advertising.

As argued by Devi & Konti (2011) online marketing bring the organisation products closer to the customer regardless of the location in the world as long as the customers have access to the internet. It provides organisation opportunity to understand customers behaviour better, widening the products distribution channels, boosts sales, track real time data of marketing performace, among others. Edosomwan, Kouame, Prakasan, Seymour, & Watson (2011) argued further that the power of online marketing comes from the fact that it gives the organisation wider access to variety of potential customers across the globe. Giving the fact that more than 1.5 billion people uses the internet world wide, and more are joining on daily basis, online therefore provide the greatest platform to reach wide range of customers in the world. Similarly, intenet allow the organisation to stay connected with the customers (old and prospective) in real time. The internet provide platform to send messages to all customer simultaneously of any upcoming event, sales promo and many more faster and at a minimal cost.

Gone are the days the organisation wait for any general meeting to get feedback from the customers regarding their marketing performance or products, with the internet the organisation get feedback from customer in real time, track product performance in real time as well as modify a product based on data collected in real time. Online integration of organisation products and services has saved the organisation time and resources as corporate bodies now provide a detail information regarding a product and service on the internet and customers are guided through accessing the information rather than bombadding the customer section with series of querries (Belch & Belch, 2004). Given the fact that online are becoming the most prominient medium of entertainment and communication, average working class individuals spend more time on the internet replacing the outdated information sharing mediums. Online marketing therefore provide a better, faster, more reliable, more economical, more profitable platform to reach more target audience within the shortest time frame and providing the organisation opportunity to achieve more at a lesser time frame (Picton & Broderick, 2005).

Online marketing has create a niche in the organisation competitive strategy as it can integrate responsive marketing strategy and adapt easily to all other marketing and promotional strategies of the organisation targeted at boosting sales, gaining competitive advantage, and achieving customer satisfaction (Edosomwan, Kouame, Prakasan, Seymour, & Watson, 2011). The uniqueness and fundamental role of online marketing can be further explored when looking at its potential in effective integration of marketing communication. Preeti (2018) noted that as the global economy is driving towards an integrated market where all consumers and producers are connected together at a matter of click. The organisation are repositioning themselves to take advantage of e-marketing towards enhacing the integrated marketing communication to reach wider audience at a time.

The role of online marketing in achieving the objective of Integrated Marketing Communication (IMC) has continued to gain wider discussion among scholar and practitionals (Weinstein, 2008; Preeti, 2018; Rahul, 2016). IMC stem from the need for effective coordination of organisation marketing communication strategies in a clear, concise, credible, competitive and consistent manner that facilitates the sharing of a clear message about the organisation products and services (Ekhlassi, Maghsoodi, & Mehrmanesh, 2012). As apointed out by Belch

& Belch (2004) the fact that marketing environment are becoming highly competitive and the once disaggregated marketing environment is losing out to the integrated and coordinated marketing strategy where corporate leaders are flexible to combine approaches allowing brands speak with a one voice across different media outreach.

Integrated marketing communication is therefore defined as organisation effort to integrate, combine, synthesize, allign different element of marketing mix with the intent that each of the communication platform will reinforce each other for optimal performance. Ekhlassi, Maghsoodi, & Mehrmanesh (2012) opined that integrated marketing communication is a system of marketing that ensure all forms of communication and messages of organisation products and services are properly linked together in a complementary manner. It is therefore the act of harmonising the various promotional tools of the organisation to ensure consistence and unity in their message. The authors noted further that as marketing has its own 4 p's, promotion has its own mixs also.

In capturing the definition of IMC, Shultz (2004) noted that integrated marketing communication is strategic business approach employed in planning, developing, executing, measuring, evaluating, coordinating and a persuasive brand communication programs with consumers, customers, prospective customers, suppliers, and every other stakeholders to the organisation. Orasmäe (2017) noted that all of the communication tools work better if they are integrated together in unity rather than working in isolation. Their sum is greater than their parts, provided they speak with one voice at all time (Orasmäe, 2017). Caemmerer (2009) reenforce the view of Orasmäe (2017) when the author noted that IMC is a marketing strategy that integrate all form of marketing tools to work together in a harmonized and cosistent way rather than implemented in islation. The author noted further that IMC combine all the marketing efforts including advertising, personal selling, public relation, online marketing, sales promotion with the intent of generating more impact on the targeted audience at a minimized cost (Caemmerer, 2009).

Caemmerer (2009) noted that integrated marketing communication is an approach employed by the organisation to manage the essential relationship between employees, customers, and shareholders with the intent of sending unified message across boards in order to maximize the impact of the promotion on the targeted audience. As such, the author pointed out that for a sucessful marketing communication strategy, the IMC must observe series of steps including recognizing a clear targeted audience, setting communication goals and objectives, creating the message, planning an integrated communication strategy and developing a framework that clearly deliver the organisation message to the audience.

Kotler and Armstrong (2012) argued that an organisation has five major available communication means it often employed in sharing the message about the organisation products to its customers, stakeholders and the general public. Historically, traditional organisations have always seen the various marketing promotional tools as a responsibility of different department within the organisation, thereby never see the need for integrated marketing communication (Kotler & Armstrong, 2012). As Kotler & Armstrong (2012) noted this approach makes it difficult to work towards a unified voice in the organisation marketing message thereby creating more difficulties aligning the marketing strategy with the overall

organisation strategy. Belch & Belch (2004) noted that integrated marketing strategy arise out of the need to integrate the already disintegrated marketing communication in the various organisation.

At first, IMC was conceptualized as a mere managerial task aimed at aligning and coordinating organisational promotional message through four aspect including, sales promotion, direct marketing communication, public relation, and advertising. At this point, the aim was to achieve consistence and a common front in the communication message to the targeted audience (Ekhlassi, Maghsoodi, & Mehrmanesh, 2012; Kotler & Armstrong, 2012; Caemmerer, 2009). Kotler & Armstrong (2012) pointed out that IMC when well approached drive a coordinated message to the customer and prospective which is intended to influnce their behaviour towards the organisation products and maintain loyalty. Since the introduction of IMC in marketing management, it has enjoyed considerable acceptance among scholars and practioners.

Of course there are several reason that prompted the rise in integrated marketing communication among practioners including but not limited the need for an overhaul allocation of organisation marketing expenditure from the existing traditional promotional means to other entising promotional means like trade oriented sales promotion, lower cost and more targeted tools including event marketing, direct mails, spornsor ads and extensive exploration of the internet for advertising purpose (Kotler & Armstrong, 2012; Weinstein, 2008). On the importance of integrated marketing communication as an approch to marketing, Belch & Belch (2004) argued that IMC if well planned will bring about several advantages over the traditional disaggregated approach to both clients and customers. It is believed that IMC will assist the organisation to maximize returns on investment, reduce cost, speak with one voice, improves organisation understanding about the complexities of its environment and harmonise them. The growth and development of database marketing also contributes to the development of of effective integrated marketing communication.

With the help of ICT organisation easily collect wide array of customers name, geographic disposition, demographic, psychographic profile; media preferences, purchase behaviour among other necessary information that provide clues to the organisation in designing their marketing communication message (Orasmäe, 2017). Also, the increase in the demand for more accountability from advertising agencies and modification in the means of compesating advert companies have also promoted the rise in integrated marketing communication. Most organisation are tying the payment or compesation of their adverstising agencies to the performance of product, or the achievement of targeted objectives such as sales increase, improvement in market share, and increasing profitability. Ekhlassi, Maghsoodi, & Mehrmanesh (2012) noted that the fact that online marketing facilitates better integration of the various promotional tools of the organisation to work in harmony towards achieving the overall objectives makes online marketing an indispensable tool in actualizing effective integrated marketing communication in the organisation.

There are several ways in which information technology or the internet is facilitating better and effective marketing communication across organisation (Pawar, 2014). With online marketing we could sponsor events to raise awareness about its existence, we can use e-mails to responds to enquiry or complaints, among others. With online marketing in IMC framework, we

can rely on our website to provide platform for registration or application for the organisation promotional offers or even serve as medium where we can provide customers, prospective customers and the stakeholders information regarding the organisation products and service (Kliatchko J. , 2005). With online marketing organisation can establish relationship with many of its numerous customers in their various social media handle. Information on the performance of their product, review and weaknesses of the products are received and evaluated at their various social media handles. For instance, facebook page provides a platform for organisation to interact with several customers at the same time understand their feeling about the products and services what need be done and what should be modified.

As argued by Pawar (2014) online marketing provides easy integration of the various promotional tools and makes them speak a consistent message thereby increasing trust on organisation products and services. Online marketing further provides platform of stage by stage appealling to different categories of customers with what appeal them most. Organisation are easily able to use online marketing tool like e-mail marketing to target various customers with different buying behaviours thereby making the marketing tools more effective. Infact, this has become Amazon most perwerful tools in marketing its products to its numerous customers. Orasmäe (2017) noted that in a competive and busy world, the more unified and clear an organisation message is the better their chance of cutting through the various noice that the customers are bombarded with on daily basis.

It is however noted that organisation cannot properly utilize online marketing to achieve strategic and effective integrated marketing communication without proper understanding of the performance of the various promotional tools of the organisation on the online platform. This research will provide answer to some important question that borders on the effectiveness of online marketing in achieving effective integrated marketing commmunication in Nigeria.

1.2 Research Questions

This research seek to find answer to the question, to what extent can online marketing improves the effectiveness of organisation integrated marketing communication strategy in reaching the targeted audience? Answer to this question is important as it will provide the organisation the needed information on step by step process of implementing an integrated marketing communication online, and the expected result. Specifically, the research will be embarked to provide answers to the following research questions:

  i. To what extent can online marketing be effective in achieving organisation marketing strategy?
 ii. To what extent does integrated marketing communication are effective in achieving organisation marketing strategy?
iii. How effective can online marketing be in achieving effective and efficient integrated marketing communication in the organisation?
 iv. What are the key indicators used in measuring online marketing communication performance?

v.   What are the trending online marketing tools employed by organisation to reach more targeted audience and accomplish more result?

1.3 Research Objectives

The guiding objectives of the study is derived from the overall or guiding research question. As such, this research aim at examining the extent online marketing impacts and improves the effectiveness of integrated marketing communication in reaching the targeted audience. The research will aim at achieving the following specific objectives:

i.   To determine the extent online marketing can be effective in achieving organisation marketing strategy.
ii.   To examine the extent integrated marketing communication can be effective in achieving organisation marketing strategy.
iii.   To ascertain the effectiveness of online marketing in achieving effective and efficient integrated marketing communication in the organisation.
iv.   To examine the key indicators used in measuring online marketing communication performance.
v.   To examine the trending online marketing tools employed by organisation to reach more targeted audience and accomplish more result.

1.4 Justification for the study

The fact that the global economy and the corporate world have been very integrated by information technology require the exploration of online marketing as an improved platform to effectively integrate marketing communication across organisation. As noted earlier, online marketing provides platform for the organisation to integrate various promotional tools of the organisation in advertising the organisation products to the customers and the general public. Online marketing as noted by Goldfarb (2011) provides the organisation the opportunity to measure the performance of the promotional tools in real time on the basis of demographic, geographic, psychographic of the targeted audience.

Organisation are able to measure, control, determine and evaluates the performance of the advertising agencies and companies and determine whether there is justification for the resources expended in the marketing communication strategy. This provide more profit maximization and cost minimization for the organisation as organisation spend on what matters most, on the most important customers or audience. The fact that online marketing provides the organisation opportunity to speaks with a consistent voice across the various platform in the global market makes the general public and existing customer to easily assess the objectives of the organisation facilitating their decision making about the organisation products (Devi & Konti, 2011; Caemmerer, 2009).

It is disheartning to note however, that despite the numerous advantages and benefits that goes with integration of marketing communication online, many organisation are yet to embrace online integrated marketing communication as a clear marketing strategy to reach a more targeted audience, maximize profit and minimize cost. Pawar (2014) noted that the slow embracement of online integrated marketing communication by most organisation can be

attributed to lack of understanding of the benefit and knowledge of online integrated marketing communication. The need to investigate the effectiveness of online marketing in integrated marketing communication is further reenforced by the fact that the global economy is largely driven today by information technology which has resulted to keen and highly competive business environment.

Study of this nature will therefore provides corportate leaders with information on the performance of online marketing in reaching the targeted audience, the step by step process of integrating online marketing with the organisation integrated marketing communication strategy. And will serve as reference point for other academic researchers.

1.5 Scope of the Study

This study will cover online marketing and its role in improving integrated marketing communication in the organisation. The study will cover three organisation in Lagos mainland, Nigeria, including Coca-Cola Nigeria, Uber Nigeria and ABC paint. The choice of these three organisations are determined by several factors as discussed in the methodology. The methodology section will provide detail discussion of the sample population and the study area and jsutification for their choice.

1.6 Structure of Thesis

The thesis will be divided into six chapters. The first chapter will provide introduction the study and guiding objectives of the study. The second chapter will provide the literature review, where the researcher will review what has been done and identify what is yet to be done as regards with the topic. Chapter three will review the internet facilitates the effectiveness of integrated marketing, how the success of integrated marketing communication online can be measured, and lastly a review of the trends in online marketing approach employed by top organisations in the world. Chapter four will discuss the methodology adopted for the research work while chapter five will present and discuss the data collected in the course of the research. And lastly, chapter six will provide conclusion and policy recommendation for corporate leaders and marketing managers on process of sucessfully integrating online marketing in organisation IMC.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter will focus on literature review of online marketing and integrated marketing communication. This section of the research is important given the growth of intenet users all

over the world and how online marketing has continued to shape the orgnisation competitive advantage. The interesting thing is that every organisation engages in business for the purpose of making profit in the longrun. To achieve this, organisation from time to time employ different promotional tools to communicate their products and services to the targeted audience. How best they are able to combine and utilize the different promotional tools determine the extent they can achieve their long term goal of profit maximization (Devi & Konti, 2011). The fact that more people are spending their time online and at different places implies that organisation different promotional tools can be effectively integrated online to achieve maximum impact on the targeted audience.

2.1 Online Marketing: An Overview

Advancement in information technology (ICT) have made online advertisement indispensable for an organisation to achieve competitive advantage in any industry (Fang & Mykytyn, 2007). Marketing in its basic meaning is the promotion of organisation products and services to the general public with intent of wooing more customers and ensuring customer loyalty to the brand. Percy (2008) viewed marketing as a process of discovering or assessing societal needs, designing and developing products or service to meet those needs as well as making councious effort to influnce consumer to discover those products and services offered. It involve keen evaluation of organisation products and services, the demographic, geographic and psychographic of the consumer to determine which products and services to offer to different individuals at each point in time (Percy, 2008).

As observed by Jennifer (2001) marketing is a collective medium with which individuals or group of individuals can collectively exchange goods and services based on their needs and wants. This medium was first presented by Neil Borden in 1953 which is known today as marketing mix – place, promotion, price and product. Kotler & Armstrong (2012) observed that the marketing mix are collection of different tools employed by the organisation to achieve the marketing plan. Marketing activities in the 1980's and 1990's have been dominated by traditional marketing mix offline, with the advent of the internet, the focus of marketing has shifted to online marketing. This thesis will be more concerned with online marketing and its role in achieving effective integrated marketing communication.

Online marketing basically is every marketing activities that takes place on the internet. Jennifer (2001) noted that online marketing can be reffered as any promotional activities of the organisation that uses internet to deliver the message to the consumers or the general public. Online marketing can be of different form including e-mail marketing, display advertising (different form of banner advert), search engine marketing, mobile advertising, social media advertising, among others. Online marketing involves two principal parties, the publisher who provide the other party, the advertiser platform to advertise its products or services on its content (Jennifer R. , 2001; Edosomwan, Kouame, Prakasan, Seymour, & Watson, 2011). Online marketing is all marketing activities carried out online to reach the customers as opposed to the traditional way of reaching the customer like print media, sales promotion, adverts on tv and on radio (Goldfarb, 2011). Weinstein (2008) observed that online marketing is the promotion of organisation products through digital or electronic platform. Such as any

promotion made on social media, mobile phones, digital television & radio sites as well as digital banners on various websites (Hughes & Fill, 2006; Helen, 2018).

Kotler & Armstrong (2012) noted that online marketing is more of piece of direct advertising that provide information about organisation products and try to build connection between the clients. The objective is to establish a strong image of the organisation products and services in the mind of the consumers persuading the consumer to become organisation brand loyalist. The origin of online marketing can be traced to the 1990's when there is transformation in the information technology and increase application of the internet to facilitates business objectives. At this period, online marketing was not really seen as advertising medium but rather a means of sharing e-mails, digitals information and organising organisation profile and customers. However, with the rise in the use and application of internet in our daily life, where millions of people spend bunch of their time online searching for information, marketing managers started seen the potentials in advertising online (Belch & Belch, 2004).

Advertising agencies then started incorporating different banners and ads regarding organisation products and services in their publications. It wasn't long that organisations especially the tech giants started realizing the potential benefits of using e-mail to market their products to their customers in a costless effort. Search engine like Google, Yahoo, Amazon, Ask.com began utilizing the traffic searching for information in advertising organisations products and services (Pawar, 2014). With time, the advertising agencies or companies keep modifying till 2000's when consumers are given power to easily unsubscribe from advertising messages, invitational marketing were also introduced, recommendation of enticing products based on consumer purchase history. A major shift occurs again with the introduction of blogging, and relational based marketing, small entrepreneurs are able to publish different contents that interest the public, attract visitors across the globe and are rewarded for the traffic by advertising agnecies. Online advertising therefore create significant opportunity to several individuals to earn living at the confort of their home while organisation are able to reach large targeted audience at minimized cost of advertising compared to the formal traditional offline advertising. Online advertising are of various categories as will be discussed below.

2.2 Forms/Types of Online Marketing

There are various medium as noted earlier that marketing can be carried out on the internet. In this sub-section we shall evaluates few of the categories and there success stories.

2.2.1 Display Advertising

This is the earliest form of advertising on the internet and still remain among the most popular advertising tool employed in the internet especially in blogs and non-advertising agencies website. It is a type of advertising platform that incorporate the advertising company message in the form of text, image, anmation, videos, logos and other enticing graphic that easily capture the attention of the consumers. Display advertising as noted by Pawar (2014) target consumers or audience with similar traits and needs to appeal to their needs thereby increasing advertising impact. Advertising agencies rely so much on cookies which are unique information collected based on the history of individuals browsing therbey making it easy to target and serve the

customers with adverts from organisation they often visits. Display advertising can be in various form.

2.2.1.1 Banner Advertising

This happen to be the most relevant and popular display advertising platform. Banner ads are often displayed on the web page and its comes in rich format of different color and size. It incorporate not just image which is the most popular, it also comes in the form of video, audio, animation button, logos and many others. Pawar (2014) observed that banner advert return on investment are basically measured in two form, the brand awareness (Robinson, Wysocka, & Hand, 2007; Markova, Prajova, & Salgovicova, 2011), where organisation brand name and message are important to consumers. Secondly, the extent of interaction with the ads (click through rate, CTR). Robinson, Wysocka, & Hand (2007) noted that the more people click through the adverts the more value the advertiser is offering the organisation. The author noted further that empirical findings have revealed that the higher the size of banner ad, the better the ad perform in terms of conversion rate. Though, the author was unable to highlight whether the asssertion is true for placing the banner at all section of the website. Given the fact that some earlier studies finds no evidence to support banner size on the performance of the ads (Rettie, Grandcolas, & McNiel, 2004).

2.2.1.2 Pop-Up Advertising

Though appear to be annoying sometimes, it still appear to be the most effective display advertising tools. A pop-up is described as a new web page displayed above the current web page the internet user is surfing currently. This could be pop-up under where the advert is displyed in a new web page below the one currently being surfed or pop-in where the content the internet user is seeking is blurred or temporarily blurred to pave way for the advert. In some website, the pop-up often display when the visitors scroll down to a certain level or when attempting to exist the web page (Pawar, 2014; Markova, Prajova, & Salgovicova, 2011). Overtime most web browser and aintivirus software have implemented codes that block several pop-up adverts based on the fact that most internet users feels that some of the pop-up are annoying to them.

There are other several display ads that worth mentioning including, floating ads which float over the web page for some temporal period or closed by the website user. Another one is what is refrred as trick ad where the individuals are being tricked into clicking the advert because of where it placed or mixing it with the content the user is surfing. Though, it has high conversion rate but its impact on advertiser revenue is minimal. Another popular ad is that of text ad which uses text or text phrase to advertise and is linked to the advertiser content. Although, as argued by Robinson, Wysocka, & Hand (2007) it easy to incorporate and can be used in e-mail and text messages.

2.2.2 Search Engine Advertising

This kind of advertising is common among the search engine organisations like Google, Yahoo, Yandex, Ask.com among others who often display sponsored adverts outside the normal search engine results pages. The search engine organisation normally places ads along with

the result to differentiate it from the non-sponsored SERPs. It is one of the most prominent and highly profitable advertising platform for organisation that provide specific services. Sometimes, an individual might type "where to fix sun glass" and Google will display various office address that fix glass for nonsponsored and below it or above it display the sponsored ads. Most internet users that visited the web page are likely to demand for the organisation service if the ads content is well placed.

As observed by Rappaport (2007) search engine advertising effectiveness depends on the proper capturing of the message displayed in the search engine. An orgnisation selling phone will covert more visitor if the message read "buy samsung galaxy" than samsung galaxy informatiom. The word buy has already inform the buyer that visiting the website should be based on the desire need to buy the phone.

2.2.3 Social Media Advertising

Social media advertising has become one of the most popular advertising platform with facebook being a leading advertising earners in the world after Google (Ovijidus, 2018). Pawar (2014) observed that social media advertising is the promotion of organisation products and services in social media handle. Organisation can pay for sponsor ads in social media or simply keep on updating their social media handle to increase interaction among customers in the social media handle. Social media advertising present unique opportunity to organisation to reach a targeted audience at a minimised cost (Kotler & Keller, 2016). The author noted further that social media has gone through stages of development in the past few years and it is expected that its growth will stabilize over time.

The success of social media in advertising organisation products and services depend to a large extent the proper understanding of what appeal most to the social media users. In fact, Goldfarb (2011) noted that social media updates of the organisation should be well enticing and appealling to convert the needed traffic the organisation is seeking.

2.2.4 E-mail/ Newsletter Marketing

E-mail marketing appear to be one of the most sucessful platform of advertising an organisation products and services. It invloves sending customers (subscribers) e-mail regarding the organisation products based on their previous browsing history. According to Short (2012), the report from Direct marketing Association reveal that e-mail marketing is the most paying online marketing platform as it saves advertiser about $44 for every $1 spent. Organisation like Amazon – the online e-commerce giant have over the years utilize this particular marketing tools to increase repeat purchases of their products.

The organisation design a customized e-mail to its customers based on their past browsing and purchases history. Products and services are purely recommended to individuals based on the past history (Short, 2012)**.** The advantage of this process is that it reduces the annoying nature of the e-mail to the consumers as they are actually served with what they need and it act more like a reminder. Short noted that while preparing e-mail marketing the organisation should have in mind that they are educating their customers or prospective customers about

their products and services and as such must be rich and detailed. It should be able to highlight the organisation key strategic offer (Pawar, 2014).

2.2.5 Blogging

Blogging has overtime become one of the most popular form of marketing organisation products online. Recently, marketing experts as well as SEO experts started advocating for organisations to incorporate blog into their website where they will discuss the organisation products. The argument is that when people seek for information regarding a keyword concerning the organisation products, Google will index the organization URL in their search result thereby advertising the organisation product invariably. An organization blog provide the organisation with unique opportunity to interact with its customers, learn more about the customers buying behaviors, provide the customers with detail information about the organisation products and services.

Kotler & Armstrong (2012) have earlier noted that the more information the customers have about the organization product and services the more likely they will patronise the organisation. The fact that blog enable consumers to easily comment about organisation products and services, organisation work hard to keep their products and services at the highest quality thereby providing more value to the customers. Freelancers have equally used blog for advertising purposes. They publish contents and provide space for advertisers to advertise to their reading audience and have become among the leading source of income online.

2.2.6 Mobile Advertising

It is all marketing activities displayed through wireless devices like smart phone, tablets among others. The leading advertising company is Google App, Apple Apps, Galaxy Apps among others. Google still remain the largest mobile marketing earner (Ovijidus, 2018). The advert may take the form of static or rich disply ads. With the rise in mobile users throughout the world, mobile adverts have become one of the unformidable advertising platform. Several Apps developers are making million of dollars from their Apps and spend a lot to advertise the Apps. The success of mobile Apps advert depends largely on its ability to display a clear message about the organisation products and services.

2.4 Integrated Marketing

Integrated marketing has been variously defined based on certain factors. In this section, the researcher will provide review of popular definition of IMC and what differentiate each one of them. The most popular foremost definition of IMC is that provided by American Association of Advertising Agencies. The agency define IMC as "a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines – general advertising, direct response, sales promotion, and public relations – and combines these disciplines to provide clarity, consistency, and maximum communication impact" (Schultz & Schulz, 2004).

Their definition sees IMC a holistic marketing plan that combine not just the basic four promotional tools but also other marketing tool to achieve a consistent and unified marketing communication plan that drives the organisation product. Their definition is unique in that, it

sees IMC as marketing plan and not just tool. The marketing plan works better together in achieving the needed result. Kliatchko (2005) noted that the definition lack some elements in it, such as, measurability and creativity, cost-efficiency, consumer orientation among others and noted that the definition is inadequate. Another definition was put forwards by Duncan & Caywood (1996, p. 18), where they see IMC as "the process of managing all sources of information about a product/service to which a customer or prospect is exposed which behaviorally moves the consumer toward a sale and maintains customer loyalty". This definition place emphasis on the process of getting information across to the customers or prospective customers and how it changes consumer buying behavior to the product or services. The definition as pointed out by Kliatchko (2005) leaves out the fact that IMC is also a concept and never include the measurability aspect of IMC.

Duncan (2005) later revised the definition put forward earlier to accommodate other forms of marketing promotional tools other than those the marketing managers want to employ at that point in time. He then defines IMC as "the process of strategically controlling or influencing all messages and encouraging purposeful dialogue to create and nourish profitable relationships with customers and other stakeholders". Here stakeholders to the business are included in the definition to accommodate all other interest group in the organisation (Kliatchko J. , 2005). Schultz & Schulz (2004) definition of IMC is similar to the one put forward by Duncan (2002), they see IMC as a strategic business process that facilitates planning, developing, executing, and evaluating a coordinated measurable and persuasive brand communication strategy for consumers, customers, prospective customers, internal and external stakeholders audience. The definition also omit the fact that IMC is also a concept in the definition, though, it addresses most of other issues raised in the other definitions of IMC.

Kliatchko (2005, P. 23) definition of IMC as "a concept and process of strategically managing an audience-focused, channel centered, and result-driven brand communication programs over time" is short and more detailed definition of IMC. The definition highlighted four key things, first, that IMC is both a concept and a process. Secondly, that IMC should be audience-focused, a good IMC should have a particular target all the promotional tools are directed at reaching with same message in every platform. Thirdly, IMC should be channel-centered, there should be clear differentiation of the various medium of reaching the targeted audience. And lastly, IMC should be result-driven. It should be directed towards changing consumer buying behaviours and should be measurable based on the changes in the organisation sales level. In general, integrated marketing communication is a holistic management strategy and meta discipline that focus on optimizing the organization wide optimizing value chain to stakeholders that involves the planning and execution of all marketing related activities of the organisation whether online or offline in a way that is consistent across all customers, consumers and stakeholders of the organization with the intent of impacting the buying behaviour of the consumers on the organisation products and services.

2.5 Promotional tools of Integrated Marketing Communication

There are five basic tools (advertising, public relation, sales promotion, personal selling and direct marketing) employed in integrated marketing whether online or offline. And organisation ability to integrate the tools together will achieve the maximum result. According to Oladele

(2009) marketing communication serve four basic purposes, to differentiate organisation products from other competitors, remind the targeted audience about the product, to inform the target audience about the existence of a product and to persuade the audience to take some set of actions like buying the products or ordering for the service. The tools are discussed below.

2.5.1 Advertising

Belch & Belch (2004) sees advertising as any form of paid non-personal promotion, presentation with the intention of influncing the purchasing behaviour of the consumer regarding the products or services being advertised. The author noted that it serve products to consumers at low per exposure cost but a high overall cost. Consumers often see organisation that advertise their products as quality products and services (Caemmerer, 2009). Caemmerer (2009) observed that advertising are best used when the targeted audience are generally dispersed across different geographical location. Advertising ussually appeal to consumer when carried cosistently and often within an interval of time, as consumer tends to believe that well advertised products must have unique value it tends to offer.

Advertising could be in the Print media like Newspaper, it could be on TV, Radio among others. It could even be on billboard. Some organisations in Nigeria for instance, involve in painting people wall close to main road with the products thereby providing constant reminder of the products to the targeted audience. Pawar (2014) observed that advertising allow organisation to message their targeted audience with same message over and over again. Also advertising does not irritate or pressured consumer as they are free not to react to the advert.

2.5.2 Personal Selling

Personal selling is another popular promotional tool employed by the organisation to get their products and services to their targeted audience. It is a person to person promotion aimed at informing, inducing and influencing the buying behaviour of the consumers. Oladele (2009) noted that personal selling is a form of personal presentation carried by the organisation sales force with the intent of making sales and building customer relationships. Pawar (2014) observed that personal selling is a form of word of mouth and mostly effective for building buyer preferences for the products or service, convincing the consumer and inducing their buying behavior for the organisation product.

A personal selling could be in the form of office-to-office selling, door-to-door selling, public rally selling, it could be in fund raising dinners or even street to street selling where an organisation representatives visit people in their home and market their product. Caemmerer (2009) believed that it is a form oral presentation with one or more prospective buyers for the purpose of making sales. Pawar (2014) identified three major distinctive feature of personal selling including an immidiate interaction between one or more persons, it often encourage establishment of personal and more close relationship between sales representative and customers and lastly, personal selling often makes the consumers feel emotional to demand for product based on the already interaction.

2.5.3 Sales Promotion

Sales promotion is a long sales strategies employed by organisation to encourage short time sales boost of the organisation. It involves the use of short term incentives to intice consumer to patronise the organisation products. It could come in various form like coupons, contest, premium, one for more among others. Oduwale (2009) noted that sales promotion could also involve the display of trade fair or auction bids. Basically, there are two form of sales promotion, consumer-oriented sales promotion and trade-oriented sales promotion. Consumer oreinted sales promotion is diredted at inducing consumers of a product to buy more of the product while trade oriented sales promotion is geared towards encouraging the channels of distribution to buy more of the product.

Although, this two basic classification of sales promotion have been critisized by several authors (Kliatchko J. , 2005) and another third form of sales promotion has been added which is employee sales promotion. This type of sales promotion is used to encourage employees to put in their best and work towards selling more of the organisation products.

There are several reason an organisation can engage sales promotion. Organisation can engage in sales promotion to boost short time awareness of their new product and services, to draw quicker response, to attract customer to switch over, to reduce fluctuation in demand for product, increase customer loyalty and stronger response from the buyers. Pawar (2014) noted that there are three distinctive benefits of sales promo; quick access to action, it incorporate incentives that can easily attract customer interest, and they come with invitation of immidiate action on the products or services.

2.5.4 Public Relation

Public relations stand out to be one of the most effective promotional tools out there. It is an indirect promotional tool that is designed to improve the image of the organisation positively in the minds of the consumers. Belch & Belch (2004) noted that public relation is a form of delibrate, planned and sustained effort by the organisation establish a positive image of the organisation and maintain a mutual understanding with the public. Good public relation does not just occur by accident, it is a delibrate plan of action by the organisation to influnce the opinion of the public about the organisation and to also maintain coordial relationship with the general public.

Orasmäe (2017) observed that public relation does not just aim at establishing and maintaning good relationship with the organisation consumers but also to maintain a sound relationship with all the stakeholders of the organisation, the community, government, suppliers and even the employee. The author highlighted some objectives public relation aim at achieving which include; to reduce negative publicity against the organisation, to raise the company profile and forge stronger, effective and cosnsitent customer-supplier relationship.

2.5.5 Direct Marketing

Direct marketing is any effort made by any organisation with the intent to get immediate response and measure the impact of the promotion on the products. Orasmäe (2017) noted that it any form of direct communication to a specified individuals or group of individuals designed to generate immidiate response – direct order, request for further information –

generating lead of action, make a direct move by checking more of the organisation product or services. It is a common strategy employed by content and SEO marketers, where they directly send e-mail to their prospective clients giving them details about their service and asking them to order in other to enjoy the service provided by the organisation.

Direct marketing could be in the form of telephone marketing, direct e-mail send to the customers, online marketing among many others. With the growing usage of the internet, online marketing is no longer classified as a form of direct marketing since it provide online avenue for effective utilization of other promotional tools. The integrated marketing communication tools effectiveness in creating brand awareness and inducing consumer purchasing behavior is summarized in table 1 below.

Table 1: Characterristics of IMC Promotional tools

4Cs	Advertising	Sale Promotion	Public Relations	Personal Selling	Direct M.
Communication					
Ability to deliver a Personal message	Low	Low	Low	High	High
Ability to reach a large audience.	High	Medium	Medium	Low Medium	
Level of Interaction	Low	Low	Low	High	High
Credibility					
Given by target audience **Costs**	Low	Medium	High	Medium Medium	
Absolute costs	High	Medium	Low	High Medium	
Cost per contact	Low	Medium	Low	High	High
Wastage	High	Medium	High	Low	Low
Size of investment Control	High	Medium	Low	High Medium	
Ability to target particular audiences	Medium	High	Low	Medium	High
Management's ability to adjust the deployment of the tool as circumstances change	Medium	High	Low	Medium	High

Source: Oduwale, 2009

2.6 Steps Involved in Developing Effective IMC program

In this section, the researcher will discuss the various steps involved in effecting an effective integrated marketing communication.

2.6. 1 Identify the Targeted Audience

The first step is to clearly identify a target audience the communication plan is aiming to reach out to. Pawar (2014) noted that organisation designing IMC should have a clearly target audience in mind that incorporate prospective customers, current customers, influncers, a particular group, or even the general public. The audience also determine what the organisation will say, how, where and whom to say to what. Pawar (2014) noted that a clear definition of target will help the organisation know whether the target audience is loyal to the organisation or to the competitors, the extent the individuals are using the organisation products and services. There is need to have clear understanding of your target audience demographic characteristics like age, education, income, gender, and geographic characteristics in the form of locations of the target audience. This will help to determine the appropriate means of reaching the target audience (Caemmerer, 2009).

The fact that the target audience might have a particular understanding about the organisation products implies that any effort to integrate the promotional mix will only be effective if the message is designed to address the need of the targeted audience (Belch & Belch, 2004). Picton & Broderick (2005) noted that what appeal to a particular set of consumers might not appeal to other segment and further re-enforce the need for a clear target while designing IMC.

2.6. 2: Definition of the IMC objectives and goals

This is very important aspect of the IMC. A clear and concise objectives well communicated to everyone in the organisation will help the organisation to achieve effective integrated marketing objectives. Pawar (2014) revealed three categories of objectives the organisation might be using while developing and integrative marketing communication plan. Your integrated marketing communication plan should be able to answer the following questions; is the organisation trying to create more brand awareness, trying to increase its sales revenue, develop and build more customer relationship? Once the organisation clearly decide on what the aim and objectives of the IMC then it can be measured, evaluated and controlled by the marketing team (Helen, 2018).

2.6. 3: Crafting a Clear Message

At this point the organisation design the message to be past to the general public. In most cases organisation use different medium to source for the most enticing message. Some organisation even ask brand loyalist to compete for the right message where the winner are rewarded financially. Pawar (2014) observed that a clear and unambigious message should get attention, interest, arouse desire and leads to action on the part of the audience. Though in practice, not all message lead to action but a good message will surely induce one of the actions listed above. Following factors are noted;

The message communicator have to decide on three major form of appeal. The rational appeal, which appeal to self-interest of the consumer. And this is achieved by highligthing the wonderful feature of the products or service. The second one is the emotional appeal, which is aimed at steering positive emotion about the organisation products. Positive emotional appeal like love, joy, meekness might attract more customers (Pawar, 2014). Lastly, is the morality appeal which appeal to individual sense of what is right for the society like clean environment, equality among others.

The message structure has also been identified to play crucial role. The message structure could be whether to follow a conclusion oreinted message, one sided or two sided message and lastly to present the strongest argument first or last. The format of the message is also assumed to be very important. Of course the audience of the message also play an important role in decision regarding the format of the message.

2.6.4 Decides on Channels of Communication

Not all channel work for certain target audience. Everyone don't need to be on facebook, magazine. Organisation should be able to ask themselves, which channels are my customers familiar with? How effective are these chennels in reaching my goals. Pawar (2014) indentified two major channels of communication – the personal and non-personal channels. The personal communication channel are those channels that involve communication between two or more people whether on phone, email or any other medium. Non-personal communication channels includes the media: print media, broadcast media, electronic media, bill boards and are msotly from paid media (Jennifer, 2014)**.**

2.6.5 Ensure your message are integrated properly

Regardless of the channels the organisation opted for, it should ensure that the message are clear and convey the same meaning across board, targeted at achiving same goals and objectives and directed towards organisation strategy. Pawar (2014) observed that a well synchronised campaign message across different channels online, whether via e-mail, social media advert, search engine optimization, sales promotion among others should convey the same message and aimed at achieving a particular objectives like increasing sales, creating brand awareness and many more.

Organisation should ensure that all the marketing team regardless of their projects, work together for the achievement of the overal objectives and goals. If organisation is using different advertising platform, the message should also be uniform and consistent (Jennifer, 2014).

2.6.6 Evaluation/Feedback

The success of the campaign can only be ascertained if there is a metric put in place to measure the success of the promotion. Organisation should therefore collect data in real time as the campaign is ongoing. This will facilitates an understanding of the performance of the coupon, promo codes across different channels. There should be an open channel across the various platform to provide feedback as the campaign progresses.

This section of the research have provided extensive review of literature on online marketing; its meaning and scope, categories of online marketing and how effective each has been over time. Literature was equally reviewed on integrated marketing communication, its form and steps involved in implementing integrated marketing communication plan over the years. It is interesting to note that most organisation as revealed in the literature reviewed are yet to embrace integrated marketing approach especially online partly because they don't have the requisite knowledge to execute such plan as discussed in this chapter or partly because they don't have sufficient knowledge about its benefit as will be discussed in the next chapter.

What is unique about this research? This research work is ncessary considering the fact that internet in particular and information technology in general has continued to revolutionalize the way organisation operates and build customer relationship, thus the need to investigate the role of online marketing on the effectiveness of IMC in an Africa market. Secondly, most organisation especially consumer goods and general manufacturing organisation are yet to fully embrace and tap the potential benefit that lies in the usage of internet in an integrated marketing communication framework (Pawar, 2014). Thirdly, no study known to the researcher have investigated the effectiveness of online marketing on IMC in Africa or Nigerian market, thus, the need to investigate and see the extent Nigerian organisation are adopting the internet in their IMC effort. Lastly few of the studies who have investigated the study in India (Pawar, 2014; Rahul, 2016) and Sweeden (Lundgren, 2004) have some methodological issue which raise eyebrow about the findings of the research. For instance, Pawar (2014) studied effectiveness of online marketing on IMC and uses case study design and the sampled organisation customers. The problem with this work is that customers might not have sufficient knowledge about the organisation IMC as such might lead to misleading findings. Lungren (2004) sampled only three marketing manager which is rather argued to be too samll to provide a generalized conclusion. To close that gap in methodology, this present research will limit the sample to the organisation marketing and sales employees. Their choice is based on the fact that they have sufficient knowledge about what the organisation marketing program look like and how effective it has been based on the various parameters that will be discussed in the next chapter.

CHAPTER THREE

3.0 Introduction

In this section, the research will examine literature on the effectiveness of online marketing in an integrated marketing communication environment with the intent of discovering whether online marketing have made integrated marketing communication effort more effective or not. Similarly, the section will also examine trends on online marketing.

3.1 Role of Online in Integrated Marketing Communication

Business environment is changing so is the tool employed in the management of business. In the field of marketing, marketing communication is evolving and changing, there is rise in new

tools, theories, techniques, technological changes, and cultural dynamics all combine to create impact on the way marketers are communicating their message to the targeted audience.

3.1.1 Online Advertising

Like the traditional offline advertising that uses broadcast or print media in advertising effort, organisation advertising their products to reach their targeted audience should consider internet as they would television, newspaper, radio, outdoor and others (Strauss & Raymong, 1999)**.** Markova, Prajova & Salgovicova (2011) observed that there are two approach to advertising online; first is the text based approach that employ e-mail and bulletin board and the second is the multimedia approach that utilizes banner, interestials, sponsorship, buttons among others.

E-mail Marketing: The text based e-mail marketing is similar to the traditional mail send across to organisation customer offline. E-mail have several advantages over the traditional mail send across the customers. First is the fact that e-mail permit sending of mail across to the customer at no cost compared to direct mailling that organisation pay for poster service. Secondly, in the e-mail quick response from the customer can be achieved since the organisation often attached link to the e-mail back to the organisation website where transation or registration can take place. E-mail can easily be gotten while customer visit website for any transaction or from the organisation brokers. E-mail remain a powerful marketing instrument today in the hand of tech giants like Amazon. Amazon for instance, use e-mail to recommend products to customer based on their past shopping experience. It is used extensively by most organisation to collect survey on how to improve the organization services to the customers.

Banner ads: This appear to be the most commonest multimedia advertising medium on the internet (Devi & Konti, 2011)   . It is used to create awareness about a product or services and sometimes used as direct marketing. Banner ads and button ussually ocupy a position in the website like normal print media and link is attched to it to get to the advertiser website where the transaction or the very action takes place. It was the most popular form of advertisement online but emphasies has shifted from it largely because of its low performance (Belch & Belch, 2004). To increase banner effectiveness in advertisement, most marketers use selective targeting as design factor, and the more the design and position the ads the more it reaches the targeted audience (Belch & Belch, 2004). One unique feature of online in advertising is the fact that in print media advertising, action are delayed and so the focus is to create awareness but in online advertising, awareness are created and also leads to immidiate action from the customer through the link attached to the banner.

 Sponsorship: This is yet another powerful tool in advertising on the web. It popularity increased over time due to low performance of banner advertisment (Strauss & Raymong, 1999). It is a situation where the advertiser pay for a particular web page or s section of the web page and could take part in providing the content or the site simply provides the content as a whole and have it approved by the advertiser. This is also common in print media where a page is dedicated the website. The advantage over traditional print media is that they ussually last for a while and that all, but with the internet as long as the content is relevant people will keep on seeing the content (Markova, Prajova, & Salgovicova, 2011).

The advantage of online advertising over the print media or broadcasting media like television is the ability of the ads to be align with what the targeted audience is interested at that point. For instance, in television program, an advert might be totally different from what the viewers want to see but not with online marketing (Strauss & Raymong, 1999). The web further allow effective integration between information seeker and transaction. Internet user can immediately respond to an advert and purchase in the sponsor website bridging the thinking minute's offline multimedia don't offer. Lastly, online create a multi communication channels where user might respond to message and another respond to its message creating whole lots of community.

3.1.2 Online Public Relation

Public relation is part of the marketing promotional tools employed by the organisation to create awareness of its products and services to several stakeholders. Markova, Prajova, & Salgovicova, (2011) observed that its role is to look after the nature and basis that define external relationship between the organisation and the various stakeholders. It is ussed to create goodwill message about the organisation to all its major stakeholders; the employees, media, finanvial institutions, shareholders, community, suppliers, government among others. The objective is to create positive image about the organisation on the mind of its stakeholders. As such, every content in an organisation website other than advertising, sales promotion is public relation (Strauss & Raymong, 1999).

The organisation brochure ware are made available in the company website where the organisation provides the consumers details information regarding a particular product, similarly press release of the organisation can be provided to the media while annual report are provided to the investors. An investor does not need to visit the organisation before having access to the organisation financial report with the internet (Hughes & Fill, 2006). Giving the fact that very few individuals still watch Television and read Print Newspaper, organisation must therefore invest in information technology establish more personal relationship with its many stakeholders.

Strauss & Raymong (1999) observed that dialogue, borderless communication, inclusive and continuos communication is the basis of effective value delivery and building strang personal relationship with the stakeholders online. Twenty first century organisation are engaging all its stakeholders particularly the internal (employees) and external customers in a dialogue to determine what the customers want and how the organisation can get it done. Because of global integration through the internet, organisation should properly design its message to cut across all culture. Organisation goodwill message should start from the employees as an adage says "charity begins at home", selling the message to the employees first will make it easier to sell to other stakeholders.

3.1.3 Personal Selling Online

As the internet has become a powerful tool in the hand of most e-commerce organisation for personal selling, it has become a threat to many involved in persoanl selling especially those involved in business-to-business market. However, most organisation in B2B have viewed internet as even opportunity to increase their coverage and presence by maintaining strong online presence. Some organisation have even cut down their workfoce largely because of poor reach with the emergence of online personal selling (Markova, Prajova, & Salgovicova, 2011). The internet has become a great source of information for those in business-to-business market especially those of them that are in supply chain industry.

As individuals visit organisation website, interact with the organisation providing a lead, an individual sales person can be assigned to follo-up the visitors which then become a sales prospect. Most business to business organisation especially advertising agencies and other business supportive service providers follow-up organisation until they are convinced to patronise the organisation. The advantage is that it minimise cost as the sales respresentative does not need to travel to talk to the client about the organisation products or services (Hughes & Fill, 2006). Most organisations are already implementing free trial version of their products or services online which after the consumer is satisfied with the product will likely order for a product and sales person is assigned for a follow-up.

Strauss & Raymong (1999) noted that in a well designed integrated marketing communication plans, online presence facilitates personal selling and gives the sales representatives to reach more individuals with the organisation products and services. Although, some researcher have noted that internet does not fit in very well for personal selling but for providing supportive role to personal selling activities offline.

3.1.4 Sales Promotion Online

With the rise in e-commerce, sales promotion activities has increased drastically online. Sales promotion instruments includes coupon, rebates, free or low cost gift, contest, products sampling among others. Strauss & Raymong (1999) obsered that unlike the offline sales promotion that is directed to retailers in the chennels of distribution, sales promotion online are directed to consumers themselves and the impact of the sales promotion can therefore be easily measured based on the level of interaction in the website.

For instnace, most of the online service providers like the software producer organisation often gives free sample to the consumer for test over a specified period of time after which they are required to pay for the product or service if they so wish to continue using the service. Organisation also uses contest for a product or gift to keep their customers or fan based exicited and interacting in the website. It could also be a sweektakes where there is no contest but a thing of chance thereby making the website stakeholders more exited over time (Milton & Westphal, 2005).

3.2 Measuring effectiveness of Online Marketing in IMC Framework

By effectiveness of online marketing in integrated marketing communication framework we mean the extent online success in online marketing can be measured over time by the organisation. Literature have revealed certain criteria an organisation can use in measuring

the success of its online marketing efforts including: the number of unique visitors, the number of page viewed per visit (bounce rate), the number of repeated visit, the minutes an individual visitor spend in on the website per visit, the behaviour of the visitors on the site (copying, reading among others), the number of comments on the post, the number of e-mails received from customers and many others (Strauss & Raymong, 1999).

If a customer needs for visiting the website is fulfilled, it is assumed that they will visit the site repeatedly to get their needs solved again, the longer a visitor to a website spend on that website the more a stronger relationship is been established over time. The high the number of visitors or traffic to a web page advertised the more impact the advertisement on the organisation product or services. Visitors behaviour on the website is paramount most times to measure whether the intended purpose of the advert of promotion is achieved. Also, the website visitors conversation on the web page is also a paramount one especially if the advert is aimed at achieving such goal (Devi & Konti, 2011; Belch & Belch, 2004; Robinson, Wysocka, & Hand, 2007; Strauss & Raymong, 1999).

Another important measure of advertisment or any other promotional activities online is the extent such tools increase the organisation sales and income. The primary objectives of being in business is to make profit and if any of the promotional activities facilitates that then it is regarded as sucessful (Markova, Prajova, & Salgovicova, 2011). Robinson, Wysocka, & Hand (2007) noted there are two basic way of measuring online promotional activities, the first been the behaviour of the online or website visitors; whether they are doing what the organisation expect them to do (the aim of the promotional activies). It is easy for the organisation to determine the success of the promotion by looking at the behaviour of the site visitors. For instance, if the organisation expected the visitors to register for a course and they rather ignore it and leave the site. The organisation might need to reconsider the content of the course, the cost of enrolling for the course and other factors that might hinder the site visitors from registering.

The second measure according to the author is the number of repeat visit to the website by the visitors. A visitors visiting again is an indication that he/she finds the website very informative and useful, in such case, the organisation might leverage on such information (Robinson, Wysocka, & Hand, 2007). Similarly, Pawar (2014) opined that the effectiveness of a promotion should be measured by the sales and organisation profitability and a combination of other measure like time spent on the website, the average number of pages visited, the bounce rate among others. A promotional tools effectiveness should also be measured based on the extent it convert site visitors to customer or client, facilitates post-purchases among others.

The ability of the organisation to convert website traffic to meaninful sales and post-purchases by the visitors is key indices of the effectiveness of promotional tools. Organisation should therefore study the the trends from each tools and see which one is bringing the highest lead, highest sales and improved relationship. Of course, a promotion might create high awareness for the organisation product and yet generate very low sales or post-purchases. Depending on the objectives of the promotional activities, if the promotional activities aim at creating awareness about the organisation website and brands then such might be regarded as a great

success, on the other hand, if the objectives is to increase sales then the organisation will need to consider the promotional tools, the features of the product as well as the price.

3.3 Online Marketing Trending Tools in IMC

As noted earlier, the world of information technology is constantly revolving and changing, where innovative technology are changing consumer behavior on daily basis. Consumer attention are being caught by different thing and what matters most to the consumers are changing on daily basis so is the online marketing trend (Brian, 2018). Organisation must therefore make adequate effort to explore the digital marketing trends and position their promotional tools to reach as many effective customers as possible with minimal cost. I will discuss the trending digital marketing tools that can be employed by organisation to increase their online presence and remain competitive in this sub-section.

2.3.1 Figure 1: Artificial Intelligence

One unique benefit of digital marketing is that it reaches, engages and influences more audience at minimal cost than offline marketing. The lastest technology employed by organisation to minimize their expenditure is artificial intelligence (Nidhi, 2018). Artificial intelligence perform several roles that can be performed by the organisation employees saving the organisation marketing cost. Ai can collect data of organisation customers from comments, blogs, social media for utilization, analyze consumer behavior, and above all, can be used to answer several customers complaints and enquiries as human being would ordinarily.

Nidhi (2018) following the report by Gartner, noted that by 2020, it is pressumed that 85 percent of organisation interacting with its customers will be carried online through artificial intelligence. One peculiar ai technology popular today is chartbots. Brian (2018) argued that chatbots is the solution to organisation customer service that can interact with organisation customers need

in real time. The chatbots has the ability to chart with customers and responds to customer needs whether at night, day and anytime. It has saved most organisation the stress of employing staff from different countries with different daytime. Nidhi (2018) predicted that by 2022 chatbots is designed to save organisation over $8 billion marketing cost per annum. Brian (2018) further noted that Servicon has predicted that by 2025, about 95 per cent of consumer-brand discussion will be powerred by Ai. Most organisation have started to adop chartbots to replace human in attempt to reduce cost and provide better response to customers. It facilitates better ads targeting based on consumer surfing behavior. This has made organisation to easily target the real consumers with their ads.

2.3.2 Video Marketing

Another trending online marketing tool is content video marketing. Forbe (2017) survey revealed that video consumption online grows by 100 percent every year and will continue to grow every year. Video consumption is projected to claim 80 percent of traffic online by 2021 (Nidhi, 2018) and 70 percent traffic by 2019 (Forbe, 2017). Brian (2018) observed that adding video content to e-mail marketing will likely increase the click through of the content by at least 200-300 percent. It was equally revealed that 70 percent customers surveyed are likely to purchase organisation product and service after watching video about the products.

The above statistics revealed that video marketing has overtime become the most dominant marketing strategy online and will likely influnce the online marketing and integrated marketing more than any other online marketing strategy after artificial intellengence role. Organisation are using videos to tell story about their products and services in most appealing ways. With social media giants like facebook, instagram among others it much easier to launch video as a marketing strategy by organisation. It is easier for customers or site visitors to listen and watch videos about organisation products and services and feature them online. Organisation are therefore converting most of their content marketing to content video marketing.

2.3.3 Influncer Marketing

This is yet another trending marketing platform online employed by several organisation to reach a targeted large audience. Nedhi (2018) observed that survey carried by the organisation revealed that 58 percent of marketers interviwed favored the integration of influncer marketing to all organisation marketing activities. 39 percent of the sampled respondent expect their budget on influncer marketing to increase. It is important that as product review for consumer purchasing a product on an e-commerse website, so does influncer marketing important for consumer to make decision regarding a product. Brian (2018) noted that consumers purchase more of the product if someone they trust recommend the product.

An influncer can be a celebrity, popular social media account among others. Someone with high level of followers can advise the company products and everyone would want to use it. People tends to copy a celebrity lifestyle and once they recommend a product it becomes hot sales.

2.3.4 Micro Moment

Micro moment is what most popular bloggers have learnt over the year and have woo them several traffic and fans. Google see micro moment as the period where an individual wish to learn something, know about something or looking for something through there phone. Marketing experts revealed that the ability of organisation to easily capture their message in a small concise and clear language will win them more consumers.

Brian (2018) shared the view that consumers are faced with several pressing needs demanding their time as such rarely have time for long explanation but short and rich statement. It has been argued that consumers in US spend at least 4.7 hours a day with their phone and visiting social media on average at least 17 times a day. Organisation can therefore design their product and service message in a concise and clear manner.

2.3.5 Big Data

Big data is not just trending in marketing industry, it has also become a major weapon employed by organisation to compete favourably in other industry (Demers, 2017). There is virtly no limit to the amount of data an organisation can collect and this data can be analyzed with artificial intelligence providing much insight on the organisation customer behaviors. What matters most to the consumers are revealed by big data.

Whether operating in small scale or large scale, there is virtly no limit to what the organisation can achieve in online marketing that changes every minutes with proper cordination of Big data. There are several other marketing trends that worth mentioning including social media messanger apps (lots can be achieved by sharing captivating message or video in messenger Apps that house over one billion users in the globe. Visual search is also a powerful marketing tools employed by marketers to market their products among others.

CHAPTER FOUR: RESEARCH METHODOLOGY

4.1 Introduction

The question of the appropriate research methodology that will be adopted in a typical research in management science borders on the question of the research inference and the outcome from such inference (Creswell, 2014). The success and validity of the research enquiries depends largely on the selection of appropriate research methodology. Similarly, appropriate methodology that should be adopted further depends on the guiding research question and the objectives the researcher aim to achieve (Creswell, 2014; Saunders, Lewis, & Thornhill, 2009). This research aimed at examining the effectiveness of Online marketing on integrated marketing communication. This chapter provides framework that addresses the philosophical perspective and inference of data collection method, instrument of data collection, data analysis and ethical factors relating to the study.

4.2 Research Philosophy

Research philosophies borders on the philosophical world view of the research effort and appropriate methodology. Following Saunders, Lewis & Thornhill (2009), the goals and objective the researcher aimed to achieve determines the philosophical world view the researcher adopts. The philosophical worldwiew determines the kind of data required to achieve the research objectives. The authors noted further that to answer the research question, an appropriate research method should be adopted to facilitates the collection of appropriate data used for the analysis. Creswell (2014) noted that the main purpose of research method is to collect appropriate data that will be used for analysing and achieving the research objectives. The type of data required to achieve the research objective determine the appropriate research design (Ichoku, 2015). According to Crewell (2014, p. 35), "Worldviews arise based on discipline orientations, students', the types of beliefs held by individual researchers based on these factors will often lead to embracing a qualitative, quantitative, or mixed methods approach in their research". Figure 2 below illustrate the worldview.

Figure 2: Philosophical World View
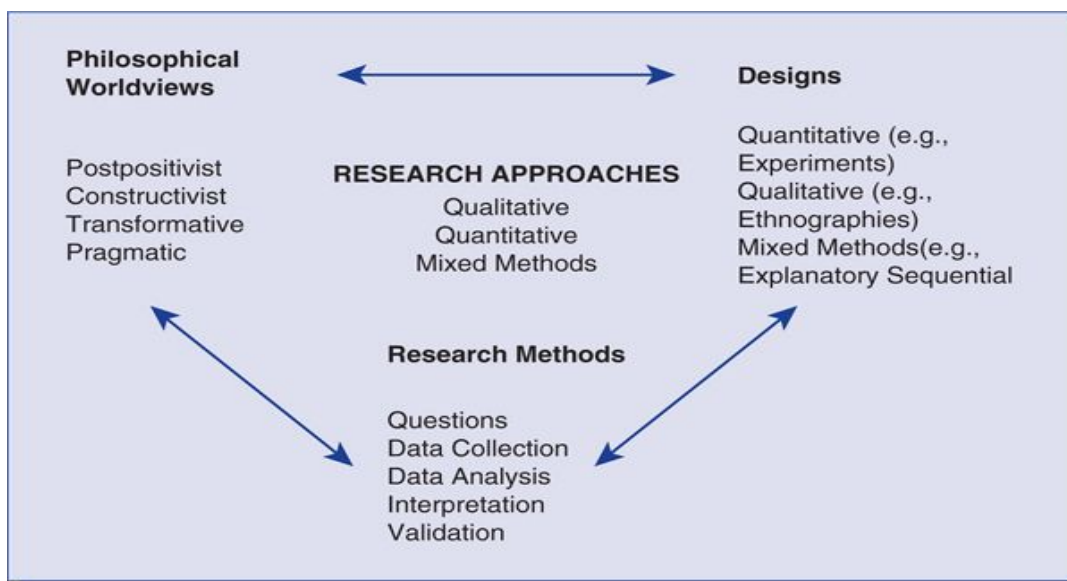
Source: Creswell, 2014, p. 35sThe philosophical worldwiew could be positivist (where issues in the social world could be viewed through hard facts and the testing of ideas for truth through the process of observation, enabling generalization statement), constructivist, transformative (focuses more on meanings, values, motivations, interactions and other intrinsic and innumerate aspects of everyday life) and lastly the pragmatic approach that provides a mixture of the other extreme polar view (Creswell, 2014).

In this research work, the positivist philosophical worldview will be adopted to achieve the objectives of the study. The choice of positivist school of thought is based on the fact that the issues under discussion, online marketing and integrated marketing communication are observable and measurable. For instance, online marketing types/forms are known and

observable and their performance are at the same time are measurable as discussed previously in chapter three. Similarly, the predictive nature of the research phenomenon also reinforces the choice of positivist philosophical worldview (Pole & Lampard, 2002).

4.3 Research Design and Method

Research method refers to whether a research will adopt qualitative or quantitative method of data collection and analysis. This research work will adopt quantitative method of data collection and analysis. Regarding research design, Creswell (2014) observed research design implies the overall strategy a researcher employed to integrate the various components of the study in a coherent and logical way. It revolves around how the researcher intends to follow in the data collection and analysis with the intent of providing solution to the research problem under investigation (Saunders, Lewis, & Thornhill, 2009).

In this research work, the descriptive research design will be employed to facilitate the data collection and analysis. The choice of descriptive research design is based on the fact that it facilitates the recording, examination, analyses, and interpretation of measurable variables in the study. It also facilitates and enable the researchers to obtain data needed for the research work directly from the respondents (the respondent is usually made of individuals with sufficient knowledge about the issues under discussion). It also facilitates the gathering of multiplicity of responses and opinions, norms, attitudes and belief that can be helpful in the generalization of findings. Ichoku (2015) further noted that descriptive research design provides the researcher with opportunity to measure the variables under investigation quantitatively and employ various statistical tools for their analysis and discussion.

4.4 Area, Population and Sample of study

This research work will be carried in Lagos mainland, Nigeria where three companies will be relied upon to facilitates the data collection. The three companies are: Coca-Cola, Uber Nigeria and ABC paints. The three organisation was clearly selected on the basis of several factors. First, two of the organisations – Coco-Cola and Uber Nigeria are multinational corporations (MNCs) while Coco-cola is a manufacturing company, Uber is Service Company with focus on transportation services. While, ABC paint is a local manufacturing company to represent at least a domestic firm in the sample. Secondly, their choice is influenced by their marketing strategies based on the information obtain from the company website and secondary data gathered. Coco-cola for instance focus mostly on sales promotion (retail sales promotion) both online and offline with more focus on offline, advertising, influencer marketing and sponsorship. Uber Nigeria rather focus more on online advertising (high social media advertising, search engine advertising etc), sales promotion in the form of coupon, and promo code, personal relation and direct marketing. Lastly, ABC paint focus more social media advertising, sales promotion especially offline, direct marketing etc. Their choices are quite similar but differs based on their targeted audience.

Thirdly, their choices are influenced based on their marketing and sales department cooperation with the researcher to collect the relevant data necessary for the analysis. The three companies were the first to give approval for the survey among the five companies the researcher submitted research participation approval form. The behaviour and cooperation of

the respondents in any research exercise is very important to the relevance of the data collected and the validity of findings from the research (Ichoku, 2015).

From the data obtained from the three organisation, the branch office of Uber Nigeria marketing/sales department staff is 24, the sales/ marketing staff from Coco-cola is 52 while the marketing/sales staff at ABC paint is 15 making the totals of 91 population. The choice of the marketing/sales department is based on the belief of the researcher that this department has employees with relevant knowledge and information regarding the issue under investigation and have constituted bulk of what other researchers in marketing related study have relied on to collect the relevant data.

To determine the sample size, the researcher used the Taro Yamane formula to arrive at the sample size of 74 as shown below.

$$n = \frac{N}{1 + Ne^2}$$

Where n= desired sample size
N= total population (91)
E= acceptable error limit

By using the formula above

$$n = \frac{N}{1 + Ne^2}$$

N= 137
E= 0.05 or 0.0025

$$n = \frac{91}{1+91(0.05)^2}$$

$$n = \frac{91}{1+0.2275} = \frac{91}{1.2275}$$

n = 74.1344 ≈ 74

n= 74.

The sampling techniques employed to arrive at the respondents or primary sampling unit is simple random sampling techniques where everyone is giving equal chances of being included in the sample. However, non-probabilistic sampling design was employed to arrive at the sampling frame, since all the firms in Lagos mainland were not giving equal consideration to be included in the sample and the sampling techniques. To arrive at the sampling frame was based on certain criteria as was discussed earlier by the researcher.

4.5 Method and Instrument of data Collection

As noted earlier, to collect relevant data that will facilitates the analysis, the descriptive survey will be employed in the data collection, where quantitative data will be the focus of the research work. The instrument of data collection employed in the research work is that of structured questionnaire. A questionnaire is a data collection instrument where respondents are meant to respond to a set of existing research question based on some predetermined order. A questionnaire could be open ended where respondents are not restricted to some answer, ordinal or ordering where individuals or respondents are asked to rank their opinion or

preference for a where and lastly close ended, where respondents are limited to yes or no answer, agree or disagree answer (Ichoku, 2015).

A questionnaire can be self-administered by the researcher and completed by the targeted respondents. The self-administered questionnaire can be through e-mail using the internet services, posted or submitted to the respondents' office or home to fill and returned after completion (Saunders, Lewis, & Thornhill, 2009). For faster response and need to achieve high response rate, a researcher might submit a letter of introduction to the respondents informing them of the survey and going back on the agreed date to distribute the questionnaire to the established contacts and collect same right there at the same day.

The choice of questionnaire is informed by majority of its optimal properties including the fact that questionnaire is more suitable for collecting quantitative data, ease to prepare and respond to by the respondents. Creswell (2014) noted that questionnaire poses less challenges to employ in research, provide less likelihood of bias, can be easily administered and provide minimal error of measurement. One of the argument against questionnaire however is that it often ask question that might pose certain difficulties to the respondents to understand, thereby leading to wrong answers. Also, questionnaire has also been criticized that it often provide rooms for respondents to answer superficially, especially when the question to be answered are many.

To address the two key challenges raised against the usage of questionnaire in data collection and analysis. First the researcher conducted a pilot study using five randomly selected respondents from Casino firm. Their responses, opinions were used to correct the difficult aspect of the research questionnaire. Secondly, to address the issues of respondents answering superficially, the researcher minimized the number of question to be answered as small as possible within the scope and limit of the study objectives. The researcher equally embarked on self-face-to-face administration of the questionnaire after obtaining respondents consent to participate in the survey. This is aimed at reducing the incidence of low response rate often peculiar to online monkey survey and e-mail survey.

The questionnaire is divided into six sub-section. From section A to F. Section A contained the demographic information of the respondents such as age, sex, experience in the industry, educational background and others. While the section B to section F provides questions that borders on the research issues under investigation. From the role of online marketing in IMC to the measure employed in measuring the effectiveness of IMC efforts online. Each of the subscale of question A-F has 8-11 items that the respondent's responses a structured on a 5 point Likert scale from strong disagree to strongly agree. Where the strong agree takes 5 and strong disagree takes 1. The mean value will be pegged at 3.00, where mean above 3.0 will regarded as significant and below will be regarded as insignificant. In order word, respondent response average above 3.00 will implies their agreement with the question while below 3.05 implies their disagreement with the question. The benchmark of 3.0 was arrived based on the following computation.

Table 2: Computation of Benchmark Mean

S/N	Response code	Cum.	Average
Strongly Agree	5	5	
Agree	4	9	
Neutral	3	12	
Disagree	2	14	
Strongly disagree	1	15	
		15/5	3.0

Source: Author Computation

4.6 Method of Data Analysis

Because the research is not much interested in measuring the impact of one variables on another, neither is the research interested in measuring correlation or association between two or more variables. The research will therefore rely solely on descriptive statistics to analyze the data collected and collated from the field survey. The researcher is more interested in understating the scope and roles of the various online marketing tools plays on organisation marketing strategies, how it has improve the effectiveness of IMC among others. Therefore, the research work will therefore relies mostly on descriptive statistics of mean, median, frequencies, standard deviation, graph and tables for the analysis of the findings.

The choice of descriptive statistics is based on its ability to analyze several kind of quantitative data and provides trends analysis of existing relationship. It is also chosen given the fact that it is very easy to understand and applied to wide range of issue and data.

4.7 Validity of Research Instrument

Research validity is an important component of the research work as it provides the extent the research instrument measure what it tends to measure. Or the extent the instrument and questionnaire can achieve what it tends to achieve (Creswell, 2014; Saunders, Lewis, & Thornhill, 2009). Creswell (2014) observed that validity of the research instrument is the extent the research instrument align with the research objectives of the study. The research was subjected to content and face validity by conducting a pilot test as explained earlier on the research instrument with which the researcher used in clearing out some ambiguities in the research work.

4.8 Ethical Consideration

In a typical research work like this that involve interacting with respondents directly and question that borders on their demographic features, it is important to adhere strictly to ethical

principle (Creswell, 2014). In the course of the research work, the research will observed the following research ethics:

- Voluntary Participation: To ensure the research work adhere to ethical principles, respondent was given the opportunity to voluntarily participate in the research work and opportunity to pull from the survey exercise when they feel they need to. The researcher provides the respondents pre-information about the study before embarking on the data collection explicitly.
- Anonymity: The researcher to ensure anonymity of the respondents, instructed the respondents not to mention their name neither their contact. This is to assure respondents that their information will not be used against them and therefore responds to the question as honest as possible. The respondents was equally assured of ultimate confidentiality of their participation in the survey. The respondents was equally assured that there is no correct or wrong answer, therefore respondents are free to answer any question the way they feel.

CHAPTER FIVE

DATA PRESENTATION AND ANALYSIS

5.1 Introduction

This chapter present and discuss the findings from the data collected from the field survey. As earlier noted the guiding objective of this research is to determine the extent the internet or online marketing facilitates the effectiveness of integrated marketing communication. The specific objectives of this study aimed to achieve empirically include:

i. To determine the extent online marketing can be effective in achieving organisation marketing strategy.
ii. To examine the extent integrated marketing communication can be effective in achieving organisation marketing strategy.
iii. To ascertain the effectiveness of online marketing in achieving effective and efficient integrated marketing communication in the organisation.
iv. To examine the key indicators used in measuring online marketing communication performance.
v. To examine the trending online marketing tools employed by organisation to reach more targeted audience and accomplish more result.

To achieve the above result the researcher first embark on extensive literature review that provided insight and guide the researcher in deriving the questionnaire used in collecting the data. All the questions in the instrument were all gotten from the literatures reviewed as have been discussed earlier. As noted earlier, the sample size was 74 making up 74 questionnaires that was distributed to respondents. Of the 74 questionnaire distributed, only 71 of them were correctly filled and retrieved by the researcher and use for the analysis representing 95.6

percent response rate. With regards to the acceptable response rate in management research work, existing literature differs in their opinion and suggestion. For example, Babbie (173 in Richardson, 2005) observed that 50 percent is ideal for social science posted survey. However, the researcher didn't send the questionnaire by mail nor through e-mail, because the researcher is aware it often comes with low response rate. Richardson (2005), quoting the Australian VC committee and graduate career council (CGCC), noted that, "an overall institutional response rate for Questionnaire of at least 70% to be both desirable and achievable…..". Richardson therefore concluded that 60 percent response rate is great for any management studies.

Given the above argument, the response rate of 95.6 percent is considered great for analysis by the researcher. The tools employed in discussing the findings of the empirical work as noted earlier is descriptive statistics, frequencies and percentage distribution.

5.2 Respondents Demographic Information.

This sub-section discusses the demographic information of the respondents to provide insight and better understanding of the background information of the respondents.

Table 3: Respondent Gender distribution

	Frequency	Percent	Cumulative Percent
Female	26	36.6	36.6
Male	45	63.4	100.0
Total	71	100.0	

From table 3 above, it is clear that out of the 71 marketing experts that participated in the survey exercise, 26 of them representing 36.6 percent of the total respondents were female while the remaining respondents were male representing 63.4 percent of the total respondents. It is uncommon for male employees to dominate marketing department, as female are often found in the marketing department, However, following the findings of Lundgren (2004), the 3 marketing executives interviewed during the research are all male and in our scenario, the three organisations used**; Coca-Cola, Uber Nigeria and ABC paint** marketing leader/executive are all male, the findings might not be too surprising. Earlier research from Benjamin (2017) observed that men still dominate the labour force in the ratio of 61 percent to 39 percent in favor of men, though the ratio is lower in western countries like USA, and UK. Forbes 1000 CEOs survey revealed that only 6 percent of women occupy the CEO position and the rest are occupied by male CEOs (Benjamin, 2017; Catalyst, 2017).

Table 4: Respondent Marital Status

	Frequency	Percent	Cumulative Percent
Married	42	59.2	59.2
Single	29	40.8	100.0
Total	71	100.0	

From table 4 above, 42 marketing officers representing 59.2 percent are married while 29 (40.8 percent) are single. Literature is scanty on the differences in single and married individuals in employment. However, the fact that in Nigeria and other developing countries, majority of the population are young married couple play significant role while the married individuals dominate the labour force in the country.

Table 5 below illustrate the respondents' age distribution. Age 30-39 dominates the survey, which is made up of 40 respondents representing 56.3 percent of the total respondents. The fact that, age 30-39 years dominate the research respondents corroborate the earlier findings on respondent's marital status. A typical Nigerian youth get married between 23-32 years for female and 28-35 years for male. It was equally gathered from the survey that 7(9.9 percent) of the respondents were age were below 30 years, 19(26.8 percent) of the respondents were age 40-49 years of age, 5(7 percent) of the respondents were age 50-59. None of the respondents were age above 6o years. It is therefore revealed that the survey is dominated by young or mid-age marketers.

Table 5: Respondent Age distribution

Age

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Under 30 years	7	9.9	9.9	9.9
30-39 years	40	56.3	56.3	66.2
40-49 years	19	26.8	26.8	93.0
50-59 years	5	7.0	7.0	100.0
Total	71	100.0	100.0	

Literature surveyed see age as a passive factor in employment in sales and marketing department within organisation. So there was no much investigation regarding the extent age influence employment in marketing/sales department. For example, Kaufman (2014) observed that organisation are free to employ anyone regardless of age bracket to ensure a good talent is not missed out and should consider integrity and ability rather than age.

Table 6: Respondent Years of Experience distribution

	Frequency	Percent	Cumulative Percent
Below 10 years	22	31.0	31.0
10-20 years	34	47.9	78.9

		15	21.1	100.0
20 years and above				
Total		71	100.0	

From the result presented in table 6 above, 22 respondents representing 31 percent of the respondents have below 10 years of experience in the marketing skill. 34 respondents representing 47.9 percent of the respondents have 10-20 years of experience. While 15(21 percent) of the respondents have above 20 years of experience in the field of marketing. The implication is that the respondents have rich information regarding the marketing techniques employed by the organisation in achieving its marketing objectives. Earlier researchers have explained that marketing experience play significant role in the effectiveness of integrated marketing communication. Caemmerer (2009) noted that, "repetition breed competence", which means the more experience one has the better he/she is skilled in implementing effective marketing strategy.

Table 7: Respondent Educational Qualification distribution
Educational Qualification

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
OND/NCE	1	1.4	1.4	1.4
Professional certificate	2	2.8	2.8	4.2
BSC/HND	42	59.2	59.2	63.4
MSC/MBA	26	36.6	36.6	100.0
Total	71	100.0	100.0	

From the result in table 7 above, only one respondents have OND/NCE certificate, 2 of the respondents have professional certificate as the highest qualifications. In Nigeria, professional certificate is gotten by individuals with low qualification to aid their ability to climb into ladder of management. It was equally revealed that 42 respondents (59.2 percent) that constitute majority of the respondents have Bachelor of Science (BSc) as their highest certificate. 26 (36.6 percent) of the respondents have either MSc or MBA as their highest certificate during the survey. None of the respondents have a PhD.

The fact that 36.6 percent of the respondents already have MBA in marketing or MSc in marketing entails that the respondents have sufficient knowledge about online marketing and its role in effective integrated marketing communication. Literature reviewed is silent on the extent educational qualification influence marketing activities.

5.3 Online Marketing and Organisation Marketing Strategy

This section discusses the findings aimed at achieving the first research objectives. The extent online marketing serve in achieving organisation marketing strategy. Table 8 present the summary statistics of the research findings. As discussed earlier, the researcher set the benchmark mean for each of the items at 3.0. This entails that any item whose mean value is

greater than 3.0 is regarded effective in achieving organisation marketing strategy and objectives.

Table 8: Respondents summary statistics

Items	Mean	Std. Deviation	Skewness	
	Mean Statistic	Statistic	Statistic	Std. Error
Minimizes cost of advertisement	4.18	.593	-.490	.285
It reaches more target audience.	3.86	.930	-.807	.285
It facilitates automation in marketing	4.11	.708	-.413	.285
Get fasters consumer feedback	4.18	.639	-.515	.285
It is easier to measure its impact	4.04	.853	-.936	.285
Provides long time exposure	4.11	.622	-.077	.285
Increase in brand awareness	4.25	.731	-.888	.285
Ability to stay connected with customer in real time	4.17	.793	-.668	.285
Flexible and diversified marketing strategy	4.41	.623	-.919	.285
Increases in organisation sales	4.34	.631	-.761	.285

From table 8, all the items/variables proved effective in achieving the organisation marketing objectives. For instance, all the item means are all above 3.0 benchmark which means they online marketing facilitates low cost of advertising, reaches more target audience, facilitates marketing automation through technology, provides platform for faster consumer feedback through comments and e-mail, it is easier to measure its impacts (page visitors, number of share, comments among others). Others include the fact that it provide long time exposure to the targeted audience as long as the webpage exist online unlike the print media, provide marketing department with flexible and diversified option among others. Skewness revealed that all the items were negatively skewed, low standard error entails the distribution are normal, this can be further seen when we divide the Skewness value by the corresponding error value, it will revealed that only item 6 (it provides long time exposure) that is normally distributed given that all others value is greater than 1.96 in absolute value.

Specifically, the result in appendix III revealed that 66.2 percent and 26.8 percent (93%) of the respondents agree and strongly agrees that online marketing minimizes cost of advertising. 49.3 percent and 23.9 percent (73.2%) of the respondents agrees and strongly agree that online marketing facilitates organisation marketing effort to reach more targeted audience. Similarly, 38 (53.5%) and 21(29.6%) of the respondents agrees and strongly agrees that online facilitates automation in marketing activities using artificial intelligence technologies. 60.6 percent and 29.6 percent equally agree and strongly agree that online marketing provides faster feedback compared to offline marketing activities. 47.9 percent and 31 percent of the respondents also agree and strongly agrees that online marketing provide platform for immediate measurement of the marketing activities on the objectives of the marketing activities online. Two more important factor examined also is the ability of organisation to communicate and interact with customers as the promotional activities are ongoing which the findings revealed that 43.7 percent and 38 percent of the respondents agrees and strongly agrees with the assertion. Lastly, 49.3 percent and 46.5 percent of the respondents agrees and strongly agrees that online marketing provides organisation with so much power of flexibility and different promotional tools to reach their target audience.

Several authors have found similar findings previously on the extent online marketing facilitates the achievement of organisation marketing strategy. For instance, Devi & Konti (2011) noted that the need to get faster feedback, stay connected with customers in real time, reach more target audience and realize more sales bring the issue of online marketing to fore front. Jennifer (2001) observed in her study that online marketing help organisation to achieve its marketing objectives faster by reaching more audience at a time, respond to customer needs faster, concludes sales faster and understand consumer behaviour faster.

5.4 Integrated Marketing Communication Roles in Organisation Marketing Strategy

This section discusses the findings aimed at achieving the second research objectives. The extent integrated marketing communication serve in achieving organisation marketing strategy. Table 9 present the summary statistics of the research findings. As discussed earlier, the researcher set the benchmark mean for each of the items at 3.0.
As can be seen from table 9 below, all the items proved effective in the choice of implementing integrated marketing communication in organisation marketing strategy. This is revealed by the fact that the mean values of all the variables such as IMC provides opportunity to blend varieties of marketing tools, align marketing activities to organisation goals, provides organisation with more marketing ability, increase organisation competitive advantage via more customer satisfaction and brand loyalty, reaching more wider audience among others are greater than the benchmark mean value of 3.0.

Table 9: Respondent Response Summary

Role of IMC in organisation marketing strategy	Mean	Std. Deviation	Skewness

	Statistic	Statistic	Statistic	Std. Error
Opportunity to blend variety of marketing tools	4.34	.970	-1.409	.285
Ability to align marketing communication to organisation goals	4.20	.749	-.972	.285
Provides organisation with greater marketing ability	4.44	.823	-1.608	.285
Marketing activities are tied closely to customer satisfaction	4.24	.870	-.894	.285
Increase organisation competitive advantage	4.58	.552	-.841	.285
It increase market effectiveness	4.17	.756	-.702	.285
Reach wider audience through different medium	4.52	.503	-.086	.285
Provide consistent and uniform message across marketing channels.	4.31	.600	-.240	.285

Similarly, all the variables/items were all negatively skewed to the left and normally distributed judging by the fact that dividing the Skewness values by its corresponding error will give values greater than the 1.96 normal distribution tabulated value at 5 percent in absolute term. Looking at the various items specifically revealed that as much 25.4 percent and 59.2 percent of the respondents agrees and strongly agrees that IMC help organisation to blend variety of marketing tools to achieve a better result. It was equally revealed that 53.5 and 35.2 percent of the respondents agrees and strongly agrees that IMC facilitates the alignment of organisation marketing objectives to the overall organisation objectives. 31 percent and 59.2 percent of the population equally revealed that integrated marketing communication provides organisation with more marketing ability by utilizing the various promotional tools simultaneously in a consistent message.

The findings further revealed that 32.4 percent and 47.9 percent of the respondents agrees and strongly agrees that IMC facilitates and enable organisation to easily meet more customer satisfaction since their needs are addressed in real time and there is automation of the supply chain. 36.6 and 60.6 percent of the respondents also support the view that integrated marketing help organisation to achieve more competitive advantage. The remaining findings are revealed in appendix III. The research upheld the view of previous researchers who have viewed IMC as an important strategy aimed at improving the organisation marketing strategy (Belch & Belch, 2004; Markova, Prajova, & Salgovicova, 2011; Ekhlassi, Maghsoodi, & Mehrmanesh, 2012). Belch & Belch (2004) argued that the advantages of integrated marketing communication is that it provides the organisation with opportunity to blend various marketing tools, ability to align marketing communication to organizational goals, give organisation more flexible marketing ability and increase market effectiveness. Pawar (2014) went a step forward to argue that IMC help organisation to reach wider audience, provide consistent and uniform message, and blend various marketing tools, among others.

5.5 Effectiveness of Online Marketing in IMC

This section will discuss the extent online marketing is effective in integrated marketing communication. Having understand the role of online marketing on organisation marketing strategy, the role of IMC on organisation marketing strategy, it is therefore important to discuss the extent online marketing influence the effectiveness of integrated marketing communication drawing inference from the data gathered from the field survey. As noted earlier, the researcher set the benchmark mean for each of the items at 3.0.

Table 10: Respondent Response Summary

	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Std. Error
Reaches global audience faster	4.42	.525	.015	.285
Improves customer services	4.52	.606	-.875	.285
It facilitates automation IMC activities	4.451	.6500	-1.097	.285
Saves time, money and energy	4.27	.736	-.472	.285
Generate faster and multiple consumer feedback	4.35	.739	-.673	.285
Tools of competitive advantage	4.24	.746	-.423	.285
Easier to manage and integrate	4.31	.709	-.529	.285
Generate direct revenue online	3.99	.746	-.189	.285
Effective sales promotion measure	4.14	.457	.562	.285
Real time tracking of IMC performance	4.30	.663	-.411	.285

The data in table 10 above revealed that all the items/variables mean value are greater than the benchmark mean of 3.0. This implies that the respondent agrees that online marketing facilitates the effectiveness of integrated marketing by making marketing effort directed towards consumers reaches global audience faster, provide opportunity for real time tracking of IMC activities, facilitates IMC activities to generate more sales and revenue, generate faster and multiple consumer feedback. Others includes it saves time and other valuable resources in marketing activities, improves customer services, create more and better relationship with the supply chain, and provide easy management and integration of the various marketing activities.

A specific investigation of the responses from the survey revealed among others that, 54.9 percent and 43.7 percent of the respondents agrees and strongly agrees that online marketing increase effectiveness of IMC approach by providing platform to reach global and targeted

audience. Similarly, 36.6 percent and 57.7 percent of the respondents agrees and strong agrees that IMC online improves customer satisfaction. As much as 39.4 percent of the respondents and 43.7 percent agrees and strongly agrees that integrating marketing activities online improves its effectiveness by saving the organisation time, energy and other valuable resources more than implementing it offline. As high as 33.8 percent and 50.7 percent of the respondents equally agrees and strongly agrees that integrating all the marketing communication efforts online generates faster, reliable customer/consumer feedback that can be tracked and measured in real time. It is noteworthy also, that 40.8 percent and 45.1 percent of the respondents agrees and strongly agrees that it is easier to manage and integrate an effective integrated marketing communication online compared to offline option. And lastly, 47.9 percent and 40.8 percent of the respondents agrees and strongly agrees that online or the internet provides opportunity to measure the performance of the integrated marketing communication plan in real time.

The findings of this research work has been collaborated by different scholars in the past (Belch & Belch, 2004; Ekhlassi, Maghsoodi, & Mehrmanesh, 2012; Pawar, 2014; Rahul, 2016). For instance, Rahul (2016) share the view that integrating marketing communication online has several unique advantages among which includes the ability to reach wider audience, ability to measure the performance of the IMC in real time, ability of the organisation marketing department to be flexible and diversify, ability to generate direct revenue online among others.

5.6 Measuring the effectiveness and performance of Online Marketing

In this section, the researcher will discuss the extent online marketing effort can be effectively measured drawing inference from the findings of the field survey. The summary statistics from the field survey regarding the extent online marketing activities can be measured is presented in table 11 below. As noted earlier, the researcher set the benchmark mean for each of the items at 3.0.

Table 11: Summary response of the Effectiveness of Online marketing

Measuring Effectiveness of Online marketing	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Std. Error
Number of unique visitors on targeted web page	4.21	.809	-.908	.285
The number of repeated visit	4.37	.741	-1.362	.285
The behaviour of the visitors on the site	4.42	.690	-.788	.285
Level of interaction on the web page	3.86	.816	-.220	.285
Sales and income generated	3.62	.781	-.134	.285

Improvement on organisation profitability	3.87	.695	-.349	.285
Achievement of the set objectives	4.07	.946	-.873	.285
The number of page viewed per visit	3.65	.896	-.583	.285

From the result presented in table 11 above, on the extent online marketing activities impact can be measured. The findings revealed that the leading means of measuring the impact of online marketing activities or promotional activities includes behaviour of visitors on the website, number of unique visitors (this is different from the number of total visitors to the website), the number of repeated visit, and achievement of the set objectives given that their mean values is greater than the benchmark mean value of 3.0. Similarly, other measures identified includes level of interaction on web page, growth in sales income generated based on the promotional activities, improvement in organisation profitability index, number of pages visited per visit (bounce rate).

The fact that the standard deviation is below 1 means that data is normally distributed while the Skewness values revealed that all the items are negatively skewed to the left. The implication of the result is that marketing officer can easily track the performance of their promotional activities using one or combination of the above discussed measures. Following the argument of Pawar (2014) the extent the above factors can be used to measure the effectiveness of online marketing depends also on the objectives the marketing activities want to achieve in the first place. As noted earlier, Robinson, Wysocka, & Hand (2007) argued that there are two majr means of measuring online promotional activities, the first been the behaviour of the online or website visitors; whether they are doing what the organisation expect them to do (the aim of the promotional activies). It is easy for the organisation to determine the success of the promotion by looking at the behaviour of the site visitors.

It is possible that a marketing activities is aimed at ensuring customer engage in viral marketing thereby increasing brand awareness. It there are several unique visitors on the web page, and several repeated visit without interacting with the content of the promotion by sharing the page in their social media handles, sharing their view about the product or services. In such case, the organisation major aim of generating viral contents that will increase their brand awareness across various social media handles and online platform is defeated despite the surge in the number of uniques visitors and repeated visits achieved. Our findings found similar things with the work of (Robinson, Wysocka, & Hand, 2007) that noted that organisation sales and income genrated after the marketing activities is a good measure of the effectiveness of the online marketing activities. This was a similar view shared by Pawar (2014) in her empirical research work, when the author opined that the effectiveness of a promotion should be measured by the sales and organisation profitability and a combination of other measure like time spent on the website, the average number of pages visited, and the bounce rate.

5.7 Trending Online marketing tools employed

This section present data and discusses data from the field survey on the trending online marketing tools employed by organisation to aid their marketing effort online. As always, respondents mean value greater than 3.0 is regarded as significant. That is, such promotional tools is regarded as among the most effective tools employed by organisation in their marketing activities online.

Table 12: Summary statistics of the Trending Online marketing tools

Trending Online Marketing tools	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Std. Error
E-mail marketing	4.31	.466	.840	.285
Video marketing/video content marketing	4.37	.514	.240	.285
Artificial intelligence/ chartbot	4.04	.546	.031	.285
Promo code/coupon	3.58	1.023	-.215	.285
Sampling/trial version	3.87	.985	-.940	.285
Influencer marketing	3.97	.810	-.280	.285
Social media marketing	3.87	.827	-.849	.285
Search engine marketing	3.61	.853	-.127	.285
Sponsorship marketing	3.73	.894	-.180	.285
Big data management	4.18	.593	-.068	.285
Mobile app marketing	4.04	.546	.031	.285

From the result obtained from the field survey as seen in table 12 above, it is clear that e-mail marketing dominates the trending online marketing tools employed online to reach more target audience at a low cost. From the field survey as revealed in Appendix III, all the respondents agree that e-mail marketing is a trending online marketing tools used by the organisation. Specifically, 69 percent of the respondents agrees while 31 percent strongly agrees that e-mail marketing is a trending marketing tools employed by organisation to reach more targeted audience. Preeti (2018) noted that e-mail marketing has become an effective tool of marketing in the hands of e-commerce website. Pawar (2014) also noted that e-mail is no longer used as means of communicating to customers but as a marketing tools that can be used to recommend products and services of the organisation to the customers based on their previous experience.

Another trending marketing tools based on the survey is video marketing with a mean value of 4.37. 60.6 percent and 38 percent of the respondent's samples either agrees and strongly agrees that video marketing is a strong tools employed by organisation currently to reach out to more customers, engage more customers and get feedback from customer faster than other tools. This might not be surprising going by the statistics from Forbes (2017) and Nidhi (2018). For instance, Forbes (2017) claimed that video consumption is projected to claim 80 percent

of the internet traffic in 2021 while Nidhi (2018) projected that video consumption will claim 70 percent of total online traffic in 2019. This might not be surprising as Alexa rank Google YouTube as the second most popular website online after Google search engine.

Artificial intelligence and chartbot has been identified also as among the tools affecting integrated marketing activities online. About 70.4 and 16.9 percent of the respondent agrees and strongly agrees that artificial intelligence is a trending marketing tools employed online. With artificial intelligence and chartbot organisation are able to interact with their customers in real time 24 hours thereby maintain improved personal relation, converting more sales among others. Nidhi (2018) noted that by 2020, it is pressumed that 85 percent of organisation interacting with its customers will be carried online through artificial intelligence. The implication is that organisation will be spending less in their arketing activities through the application of technology in their marketing activities.

Another trending online marketing platform or tools is social media marketing and mobile app marketing. For intance, about 54.9 and 19.7 percent of the respondents agrees that social media advertising is a trending marketing tools employed by organisation to reach more targeted audience. Similarly, about 70.4 and 16 percent of the respondent agrees and strogly agrees that mobile app advertising is a trending medium of reaching the targeted audience with maximum impact. In fact, Unber Nigeria and Coca-Cola Nigeria both multinational firms utilizes both medium very well in their advertising effort. In Nigeria, Uber Nigeria quick dominance in within-city transportation industry in popular cities like Lagos and Abuja is largely influnced by the marketing strategy in social media and mobile app. Coca-Cola though, has not engage so much in mobile app advertising like Uber Nigeria have always engages in social media advertising in facebook, instagram and twitter.

CHAPTER SIX
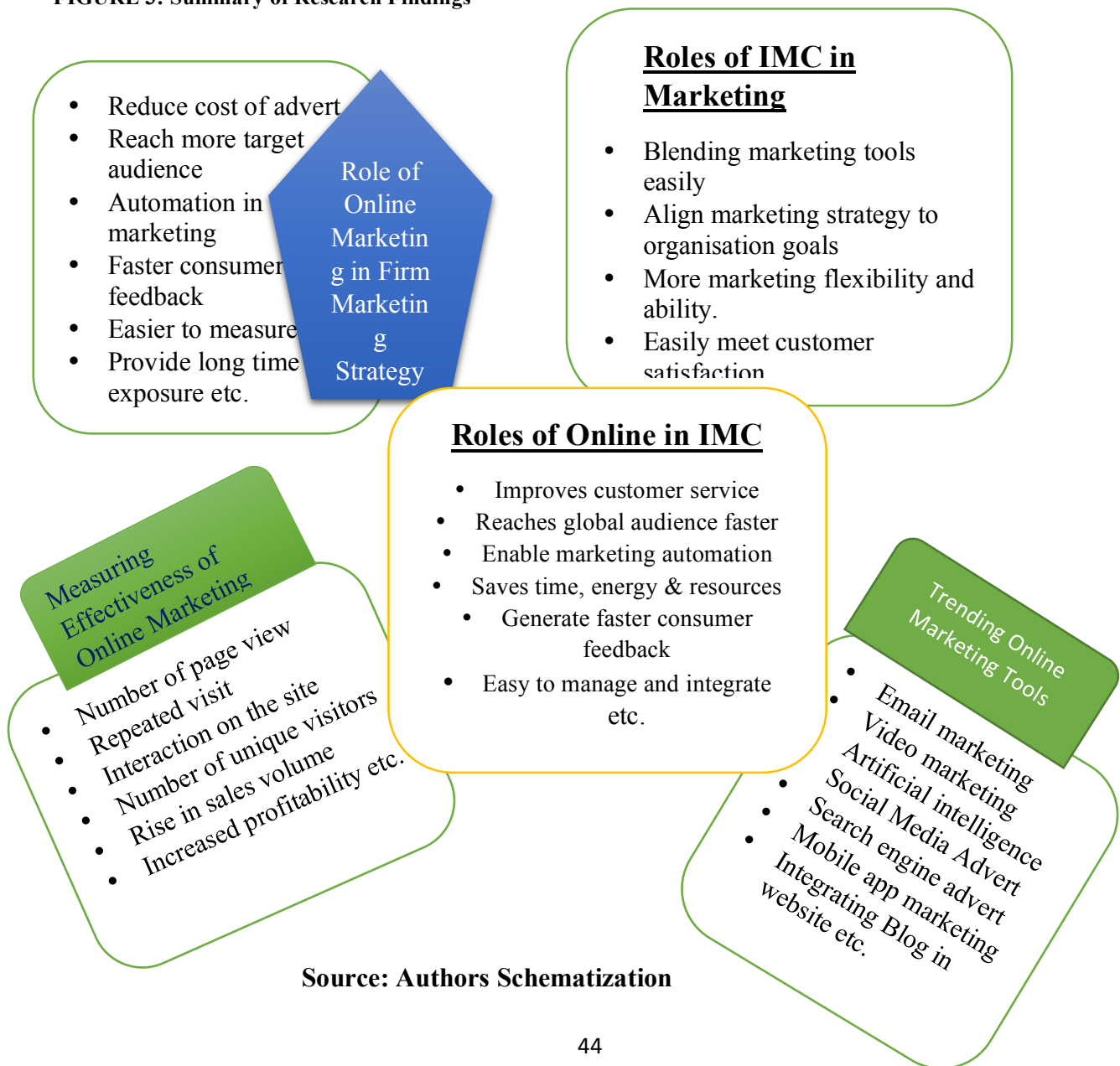
Summary, Conclusion and Policy Implication of the Study

6.1 Summary of Findings

This research work aimed at examining the effectiveness of online marketing on integrated marketing communication effort of organisation. The study was carried in Lagos Mainland of Nigeria where three organizations; Coca-Cola Nigeria, Uber Nigeria, and ABC paint were all used as case study for the research exercise. The choice of the three organisation were based on several criteria as discussed in chapter four of the thesis including the organisations marketing strategies. The research was guided by five specific objectives that was derived from the study research questions and the findings from the objectives are summarized in figure 3 below.

Specifically, it was discovered from the empirical findings that online marketing/the internet plays significant role is realizing the organization marketing strategy in the form of increasing the brand awareness as the organisation products and services are exposed to more targeted global audience for a very long period of time. As long as the web page still exist and remains relevant, the organisation products and services are being displayed to the general public. The

advantages of the internet on the organisation marketing strategy is the fact that it cost less to carry promotional activities on the internet than offline in several platforms. Unlike offline promotions, there are several marketing done online that are free like e-mail marketing, viral marketing where organisation customers or content readers shared the company products and services across different social media platform and more traffic and sales are generated as the page travel everywhere on the internet. Also, online marketing impacts is easier to measure compared to offline marketing impact and online also facilitates automation of online marketing activities through artificial intelligence or other technology that track customer information as they surf through the organisation website in real time.

FIGURE 3: Summary of Research Findings

Role of Online Marketing in Firm Marketing Strategy

- Reduce cost of advert
- Reach more target audience
- Automation in marketing
- Faster consumer feedback
- Easier to measure
- Provide long time exposure etc.

Roles of IMC in Marketing

- Blending marketing tools easily
- Align marketing strategy to organisation goals
- More marketing flexibility and ability.
- Easily meet customer satisfaction

Roles of Online in IMC

- Improves customer service
- Reaches global audience faster
- Enable marketing automation
- Saves time, energy & resources
- Generate faster consumer feedback
- Easy to manage and integrate etc.

Measuring Effectiveness of Online Marketing

- Number of page view
- Repeated visit
- Interaction on the site
- Number of unique visitors
- Rise in sales volume
- Increased profitability etc.

Trending Online Marketing Tools

- Email marketing
- Video marketing
- Artificial intelligence
- Social Media Advert
- Search engine advert
- Mobile app marketing
- Integrating Blog in website etc.

Source: Authors Schematization

44

It was also discovered that integrated marketing communication is a marketing strategy employed by the organisation to provide a consistent and uniform marketing message to the target audience in different platform and ensure that organization marketing strategy is equally aligned with the overall company strategy and objectives. It was equally discovered that integrated marketing communication allows the organization to easily blend various marketing tools to reach the targeted audience and provide maximum impacts while speaking a consistent message all along. Customer satisfaction are easily met with integrated marketing communication strategy as different customers are reached from different platform meeting their needs to know more about the organisations, needs to know more about the usage of the products, effectiveness of the services among others.

One of the advantages of using online for marketing is that it facilitates easy measurement of the impact of marketing activities. From the survey, it was discovered that among the leading medium of measuring the impact of online marketing is the achievement of the targeted objectives. For instance, if the marketing is aimed at increasing customer interaction in the web page and end up getting lots of traffic without any interaction on the web page then the aim of the marketing is defeated. Other measure of effectiveness of online marketing as identified includes the number of webpage a visitors opened on a visit, the activities of the web visitors, the repeated visit, and the number of unique visitors. The number of unique visitors is important metrics as it provides the organisation insight as to whether new visitors makes up the traffic or existing customers.

Another important component of the study is the findings of the trending marketing tools employed online to reach more targeted customer, accomplish more task and saves the organisation an enormous resource. On the list of the trending online marketing tools is video content marketing. This is arguably the most important and trending tools used for advertising on the internet as it provides customers and prospective customers short and enticing description of the organisation products, usage, and benefits of the products. Most organisation have started converting brief description of their products in text content earlier to video content as more and more internet surfer is more interested in watching videos than reading texts. Organisation who are able to package their products and services in short video clips can be guaranteed of getting lots of converts instantly. Similarly, artificial intelligence (ai) and chartbot is another trending marketing tools employed by the organisation to achieve more, stay focused and maintain strong customer relationship. With artificial intelligence, there is no limit to the number of information an organisation can gather regarding the buying behaviour of the consumer, their likes and dislikes thereby helping the organisation to focus its marketing effort where it is needed most. With chartbot, the organisation can effectively interact with its customers 24/7 and easily guide its customers to different products and services it offers and answer any question that the customers need more clarification.

E-mail marketing is another trending marketing tools free out there that many organisations are yet to tap it potential benefits. E-mail marketing has been effectively utilized by several e-commerce websites like Amazon to markets its products via recommendation to its customers.

In fact, this is one of the greatest competitive edge Amazon have over other e-commerce website. Amazon with its ai technology is able to collect several data on customers demographic, geographic, and behavior and utilizes this information in recommending products and services to its customers through e-mail. Customers unlike other organisation are not seen Amazon e-mails as irritating because it actually meets their needs. Till this moment most organisation are still not properly utilizing e-mail marketing. With video clips in the e-mail, it is assumed it will increase the click through of the content by at least 200-300 percent (Brian, 2018).

Social media advertisement is another trending online marketing tools employed extensively by most Nigeria organisation. In Nigeria, facebook, Instagram, Twitter are the leading social network where most advertiser turn to for advertising their products and services and the impacts have been very encouraging based on interaction with organisation that have engaged in social media advertising. Search engine advertising is recently been utilized by most organization including Uber Nigeria and ABC paint to reach more target audience. The unique thing about search engine advertising that individual searching for such service is in needs of such service thereby increasing conversion rate from advertising. Mobile app advertising is not left out. In fact, Uber Nigeria, and Coca-Cola has a popular video clip advertising seen in google mobile app and has increase the company brand awareness across different ages and demographic characteristics. One unique thing about mobile app advertising is that whatever lifestyle an individual have as long as he/she uses an app that have adverts on it, such individuals can be reached once a company advertises using mobile app.

Lastly, the research overall objectives was to determine the effectiveness of online marketing in integrated marketing communication famework. The interest here is to understand the extent online has provided better platform to achieve integrated marketing strategy. From the survey result, it was revealed that online marketing in IMC framework improves customer satisfaction as the customers needs are reached via different platform with immidiate feedback from both sides. With online, integrated marketing effort that aim at providing a large audience with a uniform and cosistent message can be achieved instanteneoulsy. An organisation can emback on a campaign with same message across board and with online, the message can flies across the globe to different region and location instantaneouly. With automation technologies online, organisation can ensure that there message in different marketing platform are the same and this will increase the level of trust consumer have on the organisation over time, thereby increasing brand loyalty and more sales.

Online is also very necessary in integrated marketing communication strategy as it provides the organisation with ability to easily manage the different marketing platform and integrate all the various component with automated technology online. This is one major breakthrough online as it help organisation mitigate customers demands and at the same time focused on providing unique value to customers.

6.2 Conclusion

The business environment is changing so is the tools employed by organisation to achieve competitive advantages over time. The quest to gain competitive advantages has prompted the needs to integrate the different marketing communication components of the organisation. Integrated marketing communication therefore provides the organisation the ability to speak with a consistent voice and reach more targeted audience at the same time. Similarly, the fact that greater number of world population now spend more of their time online in a day and more and more people are having access to the internet raises another concern that the corporate leaders must address. The question of – to what extent can online marketing be effective in organisation integrated marketing communication strategy?

From literature review and empirical findings, it was clear that the internet plays a significant role in the achievement of the goal of integrated marketing communication. With the internet, the performance of an integrated marketing communication strategy/ plan can easily be measured in real time. It provides the organisation with enormous flexibility and ability to manage its marketing activities without any additional cost or serous obstruction. With the help of the internet organisation maintain strong personal relationship with majority of its stakeholders including its suppliers and employees. The organisation supply chain has improved drastically through the internet by enabling effective and sharing of information across different bodies. Therefore, organisation who are able to integrate their marketing communication plan online will remain highly competitive in their industry as they will be able to reach more customer of all age faster than they would have employing the various marketing tools explained in the research work.

6.3 Policy Implication and Recommendations

Based the findings of the research, the researcher provides the following recommendations:

- Organisation needs to craft a clear, consistent, competitive, credible and reliable message that cut across the different marketing activities of the organisation. Just advertising or marketing organisation products and services are not enough, every organisation does it. But the message should be consistent, unique, enticing and credible enough, this is what will lead to brand loyalty.
- Organisation needs to incorporate their integrated marketing communication strategy online and just like offline as more customers are spending their time online. A mixture of both online and offline in the IMC strategy will achieve more result.
- Organisation will therefore need to employ various artificial intelligence technology to gather as much information as they can about their customer needs, behaviors and demographic information to determine what marketing strategy and medium will appeal most to the most important customer and channel more of the marketing effort towards such direction.
- There is need for organisation to have a clear objective, targeted audience and performance assessment criteria in place before embarking on any integrated marketing communication strategy either online or offline. This is important as it facilitates easy measurement of the performance of the marketing activities of the organisation.

- The organisation should invest more in artificial intelligence technologies to understand the behaviour and needs of their customers. This will help the organisation to employ low cost marketing tools like e-mail marketing, public relation content in reaching more customers and prospective customers.
- It is important to note that organisation needs to determine whether consumer sales promotion is better or retail sales promotion when utilizing this very promotional tool. In some cases, retail sales promotion achieves more result than the consumer sales promotion especially when the products or service involved are closely related.

6.4 Implication for further study

Given the scope and resources available for the research work, there are areas the study could not cover and therefore provides needs for further study in those areas. First, the study covers only Lagos Mainland, Nigeria with only three organisation. Future study can cover the whole of Lagos and increase the number of organisation to gain more divergent of opinion. Secondly, future research can distinguish findings from pure manufacturing, agriculture and service industry. This way, we could see whether online effectiveness on IMC strategy differs across industry.

References

Belch, G. E., & Belch, M. A. (2004). *Advertising and Promotion – An Integrated Marketing Communications Perspective. 6th ed.* New York: Tata McGraw-Hill.

Benjamin, S. (2017, 04 25). *Female CEOs are still extremely rare in the US and Europe*. Retrieved from CNBC: https://www.cnbc.com/2017/04/25/female-ceos-are-stiil-extremely-rare-in-the-us-and-europe.html

Brian, M. (2018, 06 30). *online marketing*. Retrieved from Grin: https://www.grin.co/blog/online-marketing-trends

Caemmerer, B. (2009). The planning and implementation of integrated marketing communications. *Journal of Marketing Intelligence & Planning, 27*(4), 526-529.

Catalyst. (2017, February 23). *Historical List of Women CEOs of the Fortune Lists: 1972-2017*. Retrieved from Catalyst: http://www.catalyst.org/knowledge/statistical-overview-women-workforce

Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches (4th ed.). .* New York: SAGE Publications, Inc.

Demers. (2017, 12 28). *7 online marketing trend that will shape 2018.* Retrieved from forbes: https://www.forbes.com/sites/jaysondemers/2017/12/28/7-online-marketing-trends-that-will-dominate-2018/#31a0293b2c19

Devi, P., & Konti, V. V. (2011). The Banned Surrogate Marketing as brand new Brand Extension Advertising. *International Journal of Research in Commerce and Management (e-Journal), 2*(4), 1-8.

Edosomwan, S., Kouame, D., Prakasan, S. K., Seymour, T., & Watson, J. (2011). The History of Social Media and its Impact on Business. *The Journal of Applied Management and Entrepreneurship, 16*(3), 1-10.

Ekhlassi, A., Maghsoodi, V., & Mehrmanesh, S. (2012). Determining the Integrated Marketing Communication Tools for Different Stages of Customer Relationship in Digital Era. *International Journal of Information and Electronics Engineering, 5*(2), 761-764.

Fang, H., & Mykytyn, P. (2007). Decision Factors for the Adoption of an Online Payment System by Customers. *International Journal of E-Business Research, 3*(4).

Forbe. (2017, 02 03). *video marketing the future of content marketing*. Retrieved from Forbe: https://www.forbes.com/sites/forbesagencycouncil/2017/02/03/video-marketing-the-future-of-content-marketing/#7c48e1f36b53

Goldfarb, A. (2011). Online Display Advertising: Targeting and Obstructiveness. *International Journal of Marketing, 30*(3), 380-388.

Helen, A. (2018, 06 27). *the steps in developing an integrated marketing communication plan*. Retrieved from Chron: https://smallbusiness.chron.com/steps-developing-integrated-marketing-communication-plan-56305.html

Hughes, G., & Fill, C. (2006). *The official CIM coursebook – Marketing communication 2006-2008.* England : Oxford.

Ichoku, H. E. (2015). *Research methodology: A modern approach.* Enugu: Emmlox publishing.

Jennifer. (2014, 02 26). *7 ways to create a successful integrated marketing campaign*. Retrieved from CIO: https://www.cio.com/article/2377257/marketing/online-marketing-7-ways-to-create-a-successful-integrated-marketing-campaign.html

Jennifer, R. (2001). Remodeling marketing communications in an Internet environment,. *Internet Research, Bradford, 11*(3), 203-210.

Kliatchko. (2002). *Understanding Integrated Marketing Communications.* Pasig City, Philippines: Inkwell Publishing.

Kliatchko, J. (2005). Towards a new definition of Integrated Marketing Communications (IMC). *International Journal of Advertising, 24*(1), 7-34.

Kotler & Keller. (2016). *Marketing Managemnt, 15th global edition.* London: Prentice Hil.

Kotler, P., & Armstrong, G. (2012). *Principles of Marketing, 14th edition.* Upper Saddle River, NJ: Pearson Prentice Hall.

Lundgren, J. A. (2004). *the use of website in integrated communication, .* Sweden: international business and economics programme.

Markova, P., Prajova, V., & Salgovicova, J. (2011). the internet and integrated marketing communications. *Annals of DAAAM for 2011 & Proceedings of the 22nd International DAAAM Symposium,. 22*, pp. 271-272. Vienna, Austria.: DAAAM International.

Milton, L., & Westphal, J. (2005). Identity confirmation networks and cooperation in work groups. *Academy of Management Journal, 48*(02), 191–212.

Nidhi, D. (2018). *11 digital marketing trends you can no longer ingnore in 2018*. Retrieved from Single grain: https://www.singlegrain.com/digital-marketing/11-digital-marketing-trends-you-can-no-longer-ignore-in-2018/

Orasmäe, A. (2017). *Integrated Marketing Communication.* Dessertation submitted to Helsinki Metropolia University of Applied Sciences.

Ovijidus, J. (2018). *SWOT analysis of Alphabet (Google) (16 Key Factors in 2018).* Retrieved from strategic management insight: https://www.strategicmanagementinsight.com/swot-analyses/google-swot-analysis.html

Pawar, A. V. (2014). *study of the effectiveness of online marketing on integrated marketing communication.* Navi Mumbai: Dessertation submitted to D.Y. Patil University.

Percy, L. (2008). *Strategic Integrated Marketing Communication: theory and practice.* Butterworth: Oxford.

Picton, D., & Broderick, A. (2005). *Integrated Marketing Communications, Second Edition.* Edinburgh Gate, England: PearsonEducation Limited.

Pole, C. J., & Lampard, R. (2002). *Practical social investigation: Qualitative and Quantitative Methods in Social Research.* Harlow: Prentice Hall.

Preeti, V. (2018). The effectiveness of e-marketing on integrated marketing communication. *Journal of Modern Management & Entrepreneurship, 8*(2), 58-60.

Rahul, J. J. (2016). *study of the effectiveness of online marketing on integrated marketing communication.* Mumbai: dessertation submitted to university of Mumbai.

Rettie, R., Grandcolas, U., & McNiel, C. (2004). *Post impressions: Internet advertising without Click-Through.* Kingston: Kingston Business School,.

Robinson, H., Wysocka, A., & Hand, C. (2007). Internet advertising effectiveness. *International Journal of Advertising*, 527-541.

Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students (5th ed.).* New York: Pearson Education Limited.

Schultz, D., & Schulz, H. (2004). *The New Generation.* London: McGraw-Hill.

Short, K. (2012). *Email Marketing – Remains Top Channel For Turning Leads Into clients. .* Retrieved from Proquest: http://search.proquest.com.ezproxy.centria.fi/docview/1019841758/fulltextPDF/CA835 85FB4BC45C 8PQ/16?accountid=10007

Strauss, J., & Raymong, F. (1999). *principle of online marketing .* New Jersey: Prentice Hall.

Weinstein, L. (2008). *Technology adoption and performance in the sales force. Proquest Dissertation and Thesis (online).* Retrieved from Proquest: http://search.proquest.com/docview/304642054?accountid=10612

APPENDIX I: REQUEST TO CONDUCT RESEARCH

REQUEST FOR PERMISSION TO CONDUCT RESEARCH

My name is Sunil Kumar Dharmappa, I am currently running a Doctorate program in Marketing at the Atlantic International University Hawaii Honolulu - USA. As part of the requirement for the award of the degree, I am expected to carry out an original research work aimed at solving a problem in my field of study. My proposed topic is "Study on the Effectiveness of Online Marketing on Integrated Marketing Communication". The study aimed at understanding the extent online marketing facilitates the achievement of integrated marketing communication strategy of the organisation. The specific objectives include:

 i. To determine the extent online marketing can be effective in achieving organisation marketing strategy.
 ii. To examine the extent integrated marketing communication can be effective in achieving organisation marketing strategy.
iii. To ascertain the effectiveness of online marketing in achieving effective and efficient integrated marketing communication in the organisation.
iv. To examine the extent online marketing communication performance can be measured.
 v. To examine the trending online marketing tools employed by organisation to reach more targeted audience and accomplish more result.

I hereby use this medium to solicit for your consent to distribute questionnaire to employees in the marketing and sales department of your organisation for the purpose of completing my research work. I hereby attach the ethical approval form obtain from my university as a proof of abiding by all ethical data based on the information provided in this survey. I will greatly appreciate your permission to carry out this study in your organisation. Kindly contact me with the below details should there be need for that.

E-mail: sunil.dharmappa@gmail.com,

Phone: +234(070)-8475-8997

Yours faithfully,

Sunil Kumar Dharmappa.

APPENDIX II: QUESTIONNAIRE

Study on the Effectiveness of Online Marketing on Integrated Marketing Communication

Dear valued respondent,

My name is Sunil Kumar Dharmappa I am currently conducting a research study aimed at understanding the extent online marketing facilitates the achievement of integrated marketing communication objectives. This is being done as a partial fulfilment of requirements for the Degree of Doctor in Marketing at the Atlantic International University Hawaii Honolulu - USA. The following questionnaire will require approximately 5-8 minutes of your time. There is no compensation for responding nor is there any known risk. **In order to ensure that all information will remain confidential, please do not *include your name.***

If you decide to take part in this survey exercise, provide answer to all questions as honestly as possible and return the completed questionnaires immediately. Understand that participation is strictly voluntary, and you may decline to participate at any point.

Thank you for taking the time to assist in the research endeavors. If you would like a summary copy of this study, please send me a request through my e-mail sunil.dharmappa@gmail.com If you require additional information or have questions, please contact me immediately via 07084758997.

Thank you.

SECTION A: DEMOGRAPHIC INFORMATION

In this section, the researcher would like to find out a little more about you.

Kindly, tick the appropriate block as it applies to you.

A1	**Gender**	Male ☐			Female ☐	
A2	**Status**	Single ☐			Married ☐	
A3	**Age**	Under 30 years ☐	30-39 years ☐	40-49 years ☐	50-59 years ☐	60 years and over ☐
A4	**Years of Marketing & Management experience**	Below 10 years ☐	10-20 years ☐		Above 20 years ☐	

	Highest Level of Education	
A6	First Learning certificate/ SSCE	1 ☐
	OND/NCE	2 ☐
	Certificate (professional courses)	3 ☐
	Degree (BSc/HND/B.Ed.)	4 ☐
	Masters (MSc/ MBA)	5 ☐
	Doctorate (PhD)	6 ☐

SECTION B: Effectiveness of Online Marketing in Organisation Marketing Strategy

The following are some of the ways online marketing can assist organisation marketing strategy. For each question, indicate by clicking/coloring the box (☐), the option that best represent your situation/opinion.

	Online Marketing Role	Strongly disagree	Disagree	Neither Disagree or Agree	Agree	Strongly Agree
B1	Minimizes cost of advertisement	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
B2	It reaches more target audience.	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
B3	It facilitates automation in marketing	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
B4	Get fasters consumer feedback	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
B5	It is easier to measure its impact	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
B6	Provides long time exposure	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
B7	Increase in brand awarenesss	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
B8	Ability to stay connected with customer in real time	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
B9	Flexible and diversified marketing strategy	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
B10	Increases in organisation sales	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐

SECTION C: Roles and Scope of Integrated Marketing Communication on Organisation Marketing Strategy

The following are some of the ways IMC can improve Organisation marketing strategy.
For each question, indicate by clicking/coloring the box (☐), the option that best represent your situation/opinion

Roles of IMC on Organisation Marketing Strategy		Strongly disagree	Disagree	Neither Disagree or Agree	Agree	Strongly Agree
C1	Opportunity to blend variety of marketing tools	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
C2	Ability to align marketing communication to organisation goals	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
C3	Provides organisation with greater marketing ability	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
C4	Marketing activities are tied closely to customer satisfaction	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
C5	Increase organisation competitive advantage	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
C6	It increase market effectiveness	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
C7	Reach wider audience through different medium	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
C8	Provide consistent and uniform message across marketing channels.	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐

SECTION D: Effectiveness of Online on IMC.

The following are some of the prospects of integrated marketing communication Online.
For each question, indicate by clicking/coloring the box (☐), the option that best represent your situation/opinion.

	Prospects	Strongly disagree	Disagree	Neither Disagree	Agree	Strongly
D1	Reaches global audience faster	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
D2	Improves customer services	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
D3	It facilitates automation IMC activities	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
D4	Saves time, money and energy	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
D5	Generate faster and multiple consumer feedback	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
D6	Tools of competitive adavantage	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
D7	Easier to manage and integrate	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
D8	Generate direct revenue online	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
D9	Effective sales promotion measure	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐

		1 □	2 □	3 □	4 □	5 □
D10	Real time tracking of IMC performance	1 □	2 □	3 □	4 □	5 □

SECTION E: Measuring Performance of Online Marketing

The following are ways online marketing impacts can be measured.
For each question, indicate by clicking/coloring the box (□), the options that best represent your situation/opinion.

Measuring Online marketing Advert		Strongly disagree	Disagree	Neither Disagree or	Agree	Strongly
E1	Number of unique visitors on targeted web page	1 □	2 □	3 □	4 □	5 □
E2	The number of repeated visit	1 □	2 □	3 □	4 □	5 □
E3	The behaviour of the visitors on the site	1 □	2 □	3 □	4 □	5 □
E4	Level of interaction on the web page	1 □	2 □	3 □	4 □	5 □
E5	Sales and income generated	1 □	2 □	3 □	4 □	5 □
E6	The number of page viewed per visit	1 □	2 □	3 □	4 □	5 □
E7	Improvement on organisation profitability	1 □	2 □	3 □	4 □	5 □
E8	Achievement of the set objectives	1 □	2 □	3 □	4 □	5 □

SECTION F: Trending Online Marketing tool Employed in IMC

Following are some of the trending online marketing tools used by organisation. For each question, indicate by clicking/coloring the box (☐), the option that best represent your situation/opinion.

Online Marketing tools		Strongly disagree	Disagree	Neither Disagree or Agree	Agree	Strongly Agree
F1	E-mail marketing	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
F2	Video marketing/video content marketing	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
F3	Artificial intelligence/ chartbot	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
F4	Promo code/coupon	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
F5	Sampling/trial version	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
F6	Influencer marketing	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
F7	Social media marketing	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
B8	Search engine marketing	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
F9	Sponsorship marketing	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐

F10	Big data management	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐
F11	Mobile app marketing	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐

APPENDIX III: RESULT FOR ANALYSIS

GET DATA /TYPE=XLSX

  /FILE='C:\Users\Admin\Desktop\Online coded Data - Copy.xlsx'

  /SHEET=name 'Demographic Information'

  /CELLRANGE=full

  /READNAMES=on

  /ASSUMEDSTRWIDTH=32767.

EXECUTE.

DATASET NAME DataSet1 WINDOW=FRONT.

FREQUENCIES VARIABLES=Gender Status Age YearsofExperience EducationalQualific ation

  /ORDER=ANALYSIS.

[DataSet1]

Statistics

		Gender	Status	Age	Years of Experience	Educational Qualification
N	Valid	71	71	71	71	71
	Missing	0	0	0	0	0

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	26	36.6	36.6	36.6
	Male	45	63.4	63.4	100.0
	Total	71	100.0	100.0	

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	42	59.2	59.2	59.2
	Single	29	40.8	40.8	100.0
	Total	71	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 30 years	7	9.9	9.9	9.9
	30-39 years	40	56.3	56.3	66.2
	40-49 years	19	26.8	26.8	93.0
	50-59 years	5	7.0	7.0	100.0
	Total	71	100.0	100.0	

Years of Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 10 years	22	31.0	31.0	31.0
	10-20 years	34	47.9	47.9	78.9
	20 years and above	15	21.1	21.1	100.0
	Total	71	100.0	100.0	

Educational Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	OND/NCE	1	1.4	1.4	1.4
	Professional certificate	2	2.8	2.8	4.2
	BSC/HND	42	59.2	59.2	63.4
	MSC/MBA	26	36.6	36.6	100.0
	Total	71	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	26	36.6	36.6	36.6
	Male	45	63.4	63.4	100.0
	Total	71	100.0	100.0	

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	42	59.2	59.2	59.2
	Single	29	40.8	40.8	100.0
	Total	71	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 30 years	7	9.9	9.9	9.9
	30-39 years	40	56.3	56.3	66.2
	40-49 years	19	26.8	26.8	93.0
	50-59 years	5	7.0	7.0	100.0
	Total	71	100.0	100.0	

Years of Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 10 years	22	31.0	31.0	31.0
	10-20 years	34	47.9	47.9	78.9
	20 years and above	15	21.1	21.1	100.0
	Total	71	100.0	100.0	

Educational Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	OND/NCE	1	1.4	1.4	1.4
	Professional certificate	2	2.8	2.8	4.2
	BSC/HND	42	59.2	59.2	63.4
	MSC/MBA	26	36.6	36.6	100.0
	Total	71	100.0	100.0	

Pie Chart

DESCRIPTIVES VARIABLES=B1 B2 B3 B4 B5 B6 B7 B8 B9 B10
/STATISTICS=MEAN STDDEV SKEWNESS.

Descriptive

[DataSet1]

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Minimizes cost of advertisement	71	4.18	.593	-.490	.285
It reaches more target audience.	71	3.86	.930	-.807	.285
It facilitates automation in marketing	71	4.11	.708	-.413	.285
Get fasters consumer feedback	71	4.18	.639	-.515	.285
It is easier to measure its impact	71	4.04	.853	-.936	.285
Provides long time exposure	71	4.11	.622	-.077	.285
Increase in brand awareness	71	4.25	.731	-.888	.285
Ability to stay connected with customer in real time	71	4.17	.793	-.668	.285
Flexible and diversified marketing strategy	71	4.41	.623	-.919	.285
Increases in organisation sales	71	4.34	.631	-.761	.285
Valid N (Listwise)	71				

FREQUENCIES VARIABLES=B1 B2 B3 B4 B5 B6 B7 B8 B9 B10

  /BARCHART PERCENT
/ORDER=ANALYSIS.

Frequencies

[DataSet1]

		Minimizes cost of advertisement	It reaches more target audience.	It facilitates automation in marketing	Get fasters consumer feedback	It is easier to measure its impact
N	Valid	71	71	71	71	71
	Missing	0	0	0	0	0

Statistics

		Provides long time exposure	Increase in brand awareness	Ability to stay connected with customer in real time	Flexible and diversified marketing strategy	Increases in organisation sales
N	Valid	71	71	71	71	71
	Missing	0	0	0	0	0

Frequency Table

Minimizes cost of advertisement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.4	1.4	1.4
	Neutral	4	5.6	5.6	7.0
	Agree	47	66.2	66.2	73.2
	Strongly Agree	19	26.8	26.8	100.0
	Total	71	100.0	100.0	

It reaches more target audience.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.4	1.4	1.4
	Disagree	6	8.5	8.5	9.9
	Neutral	12	16.9	16.9	26.8
	Agree	35	49.3	49.3	76.1
	Strongly Agree	17	23.9	23.9	100.0
	Total	71	100.0	100.0	

It facilitates automation in marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.4	1.4	1.4
	Neutral	11	15.5	15.5	16.9
	Agree	38	53.5	53.5	70.4
	Strongly Agree	21	29.6	29.6	100.0
	Total	71	100.0	100.0	

Get fasters consumer feedback

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.4	1.4	1.4
	Neutral	6	8.5	8.5	9.9
	Agree	43	60.6	60.6	70.4
	Strongly Agree	21	29.6	29.6	100.0
	Total	71	100.0	100.0	

It is easier to measure its impact

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.4	1.4	1.4
	Disagree	2	2.8	2.8	4.2
	Neutral	12	16.9	16.9	21.1
	Agree	34	47.9	47.9	69.0
	Strongly Agree	22	31.0	31.0	100.0
	Total	71	100.0	100.0	

Provides long time exposure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	10	14.1	14.1	14.1
	Agree	43	60.6	60.6	74.6
	Strongly Agree	18	25.4	25.4	100.0
	Total	71	100.0	100.0	

Increase in brand awarenesss

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	2.8	2.8	2.8
	Neutral	6	8.5	8.5	11.3
	Agree	35	49.3	49.3	60.6
	Strongly Agree	28	39.4	39.4	100.0
	Total	71	100.0	100.0	

Ability to stay connected with customer in real time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	2.8	2.8	2.8
	Neutral	11	15.5	15.5	18.3
	Agree	31	43.7	43.7	62.0
	Strongly Agree	27	38.0	38.0	100.0
	Total	71	100.0	100.0	

Flexible and diversified marketing strategy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.4	1.4	1.4
	Neutral	2	2.8	2.8	4.2
	Agree	35	49.3	49.3	53.5
	Strongly Agree	33	46.5	46.5	100.0
	Total	71	100.0	100.0	

Increases in organisation sales

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.4	1.4	1.4
	Neutral	3	4.2	4.2	5.6
	Agree	38	53.5	53.5	59.2
	Strongly Agree	29	40.8	40.8	100.0
	Total	71	100.0	100.0	

Bar Chart

65

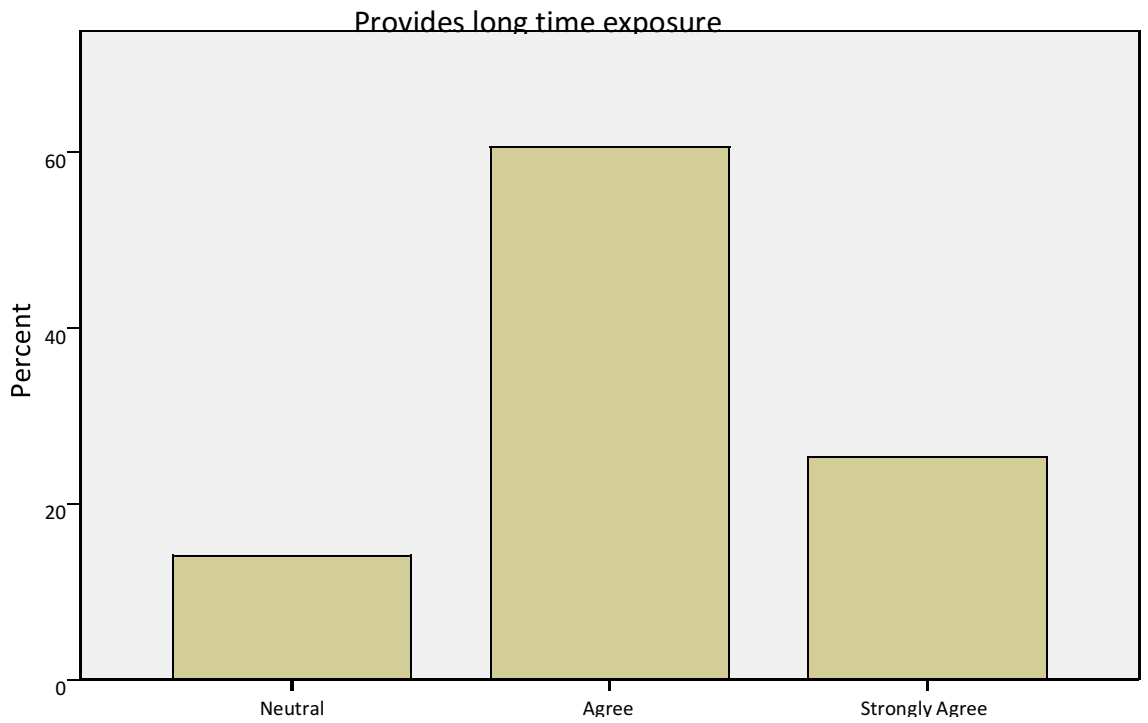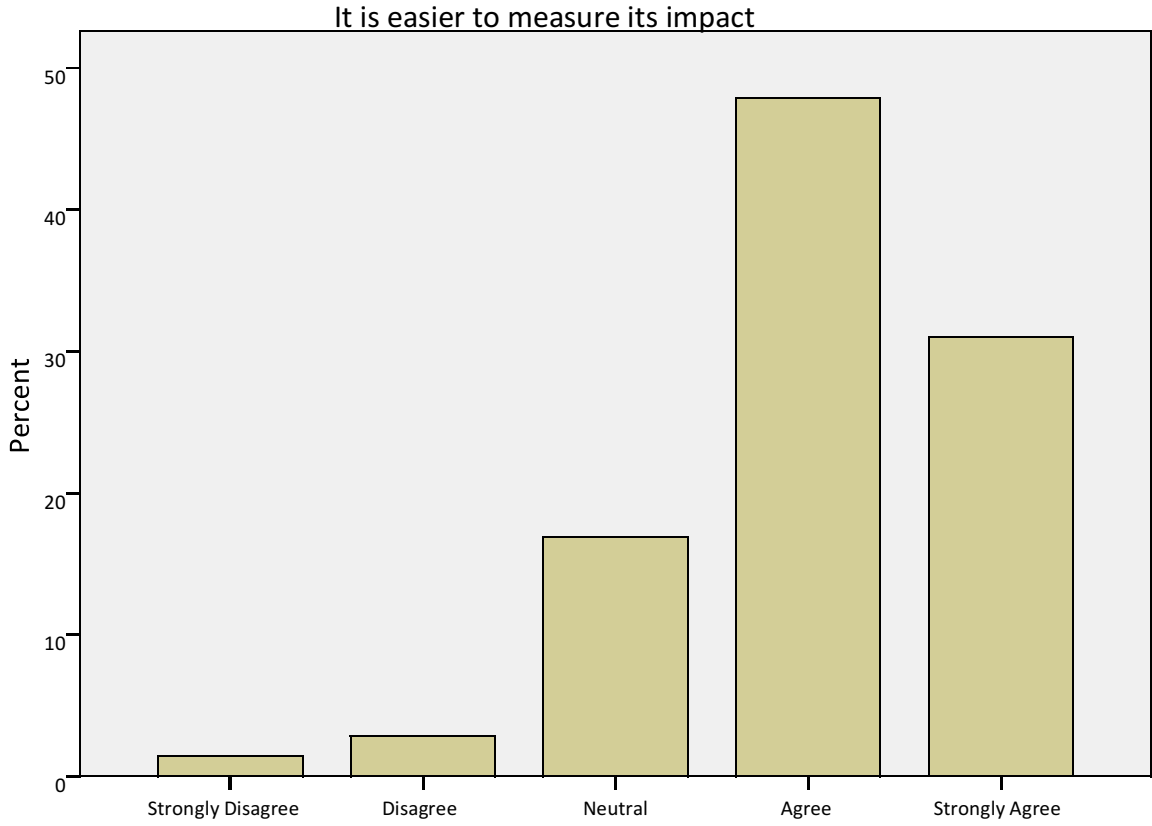## Minimizes cost of advertisement
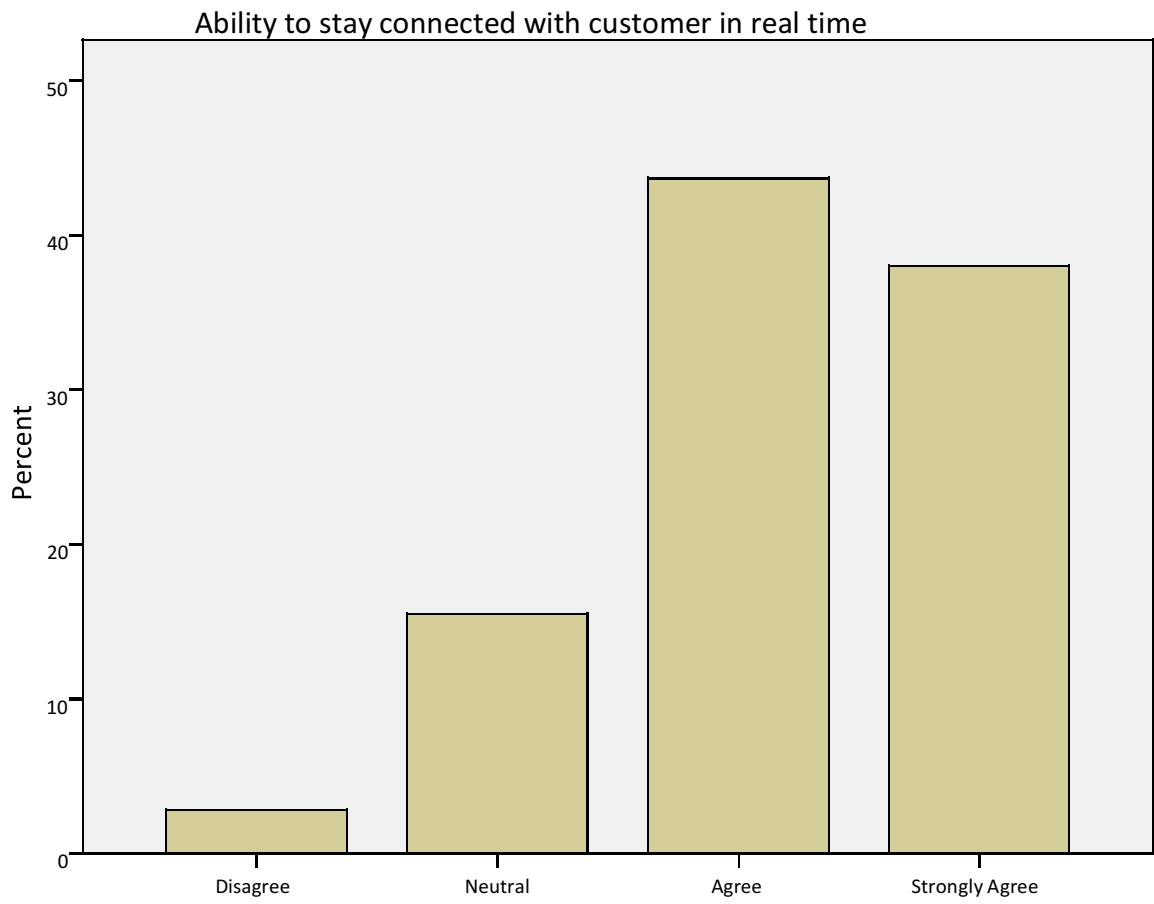

It reaches more target audience.

It facilitates automation in marketing

Get fasters consumer feedback

It is easier to measure its impact

Provides long time exposure

Increase in brand awareness

Ability to stay connected with customer in real time

Flexible and diversified marketing strategy

Increases in organisation sales

DESCRIPTIVES VARIABLES=B1 B2 B3 B4 B5 B6 B7 B8 B9 B10
/STATISTICS=MEAN STDDEV SKEWNESS.

Descriptive

[DataSet1]

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Minimizes cost of advertisement	71	4.18	.593	-.490	.285
It reaches more target audience.	71	3.86	.930	-.807	.285
It facilitates automation in marketing	71	4.11	.708	-.413	.285
Get fasters consumer feedback	71	4.18	.639	-.515	.285
It is easier to measure its impact	71	4.04	.853	-.936	.285
Provides long time exposure	71	4.11	.622	-.077	.285
Increase in brand awareness	71	4.25	.731	-.888	.285
Ability to stay connected with customer in real time	71	4.17	.793	-.668	.285
Flexible and diversified marketing strategy	71	4.41	.623	-.919	.285
Increases in organisation sales	71	4.34	.631	-.761	.285
Valid N (listwise)	71				

DESCRIPTIVES VARIABLES=C1 C2 C3 C4 C5 C6 C7 C8
/STATISTICS=MEAN STDDEV SKEWNESS.

Descriptive

[DataSet1]

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
C1	71	4.34	.970	-1.409	.285
C2	71	4.20	.749	-.972	.285
C3	71	4.44	.823	-1.608	.285
C4	71	4.24	.870	-.894	.285
C5	71	4.58	.552	-.841	.285
C6	71	4.17	.756	-.702	.285
C7	71	4.52	.503	-.086	.285
C8	71	4.31	.600	-.240	.285
Valid N (Listwise)	71				

FREQUENCIES VARIABLES=C1 C2 C3 C4 C5 C6 C7 C8   /BARCHART PERCENT
/ORDER=ANALYSIS.

Frequencies

[DataSet1]

Statistics

		C1	C2	C3	C4	C5	C6	C7
N	Valid	71	71	71	71	71	71	71
	Missing	0	0	0	0	0	0	0

Statistics

		C8
N	Valid	71
	Missing	0

Frequency Table

C1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	7	9.9	9.9	9.9
	Neutral	4	5.6	5.6	15.5
	Agree	18	25.4	25.4	40.8
	Strongly Agree	42	59.2	59.2	100.0
	Total	71	100.0	100.0	

C2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	4.2	4.2	4.2
	Neutral	5	7.0	7.0	11.3
	Agree	38	53.5	53.5	64.8
	Strongly Agree	25	35.2	35.2	100.0
	Total	71	100.0	100.0	

C3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	5.6	5.6	5.6
	Neutral	3	4.2	4.2	9.9
	Agree	22	31.0	31.0	40.8
	Strongly Agree	42	59.2	59.2	100.0
	Total	71	100.0	100.0	

C4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	4.2	4.2	4.2
	Neutral	11	15.5	15.5	19.7
	Agree	23	32.4	32.4	52.1
	Strongly Agree	34	47.9	47.9	100.0
	Total	71	100.0	100.0	

C5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	2.8	2.8	2.8
	Agree	26	36.6	36.6	39.4
	Strongly Agree	43	60.6	60.6	100.0
	Total	71	100.0	100.0	

C6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	2.8	2.8	2.8
	Neutral	9	12.7	12.7	15.5
	Agree	35	49.3	49.3	64.8
	Strongly Agree	25	35.2	35.2	100.0
	Total	71	100.0	100.0	

C7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	34	47.9	47.9	47.9
	Strongly Agree	37	52.1	52.1	100.0
	Total	71	100.0	100.0	

C8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	5	7.0	7.0	7.0
	Agree	39	54.9	54.9	62.0
	Strongly Agree	27	38.0	38.0	100.0
	Total	71	100.0	100.0	

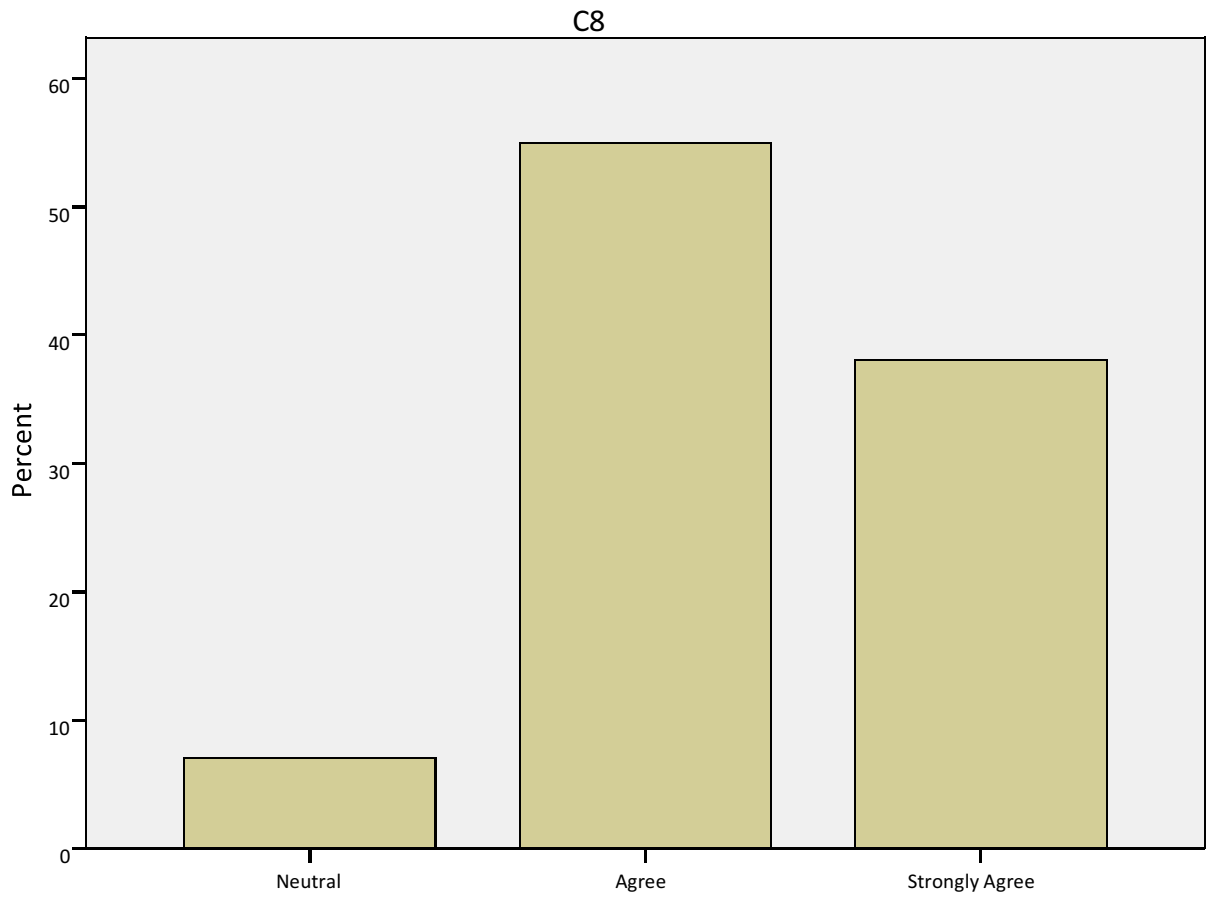## Bar Chart

C1

C2

C3

C4

C5

C6

C7

C8
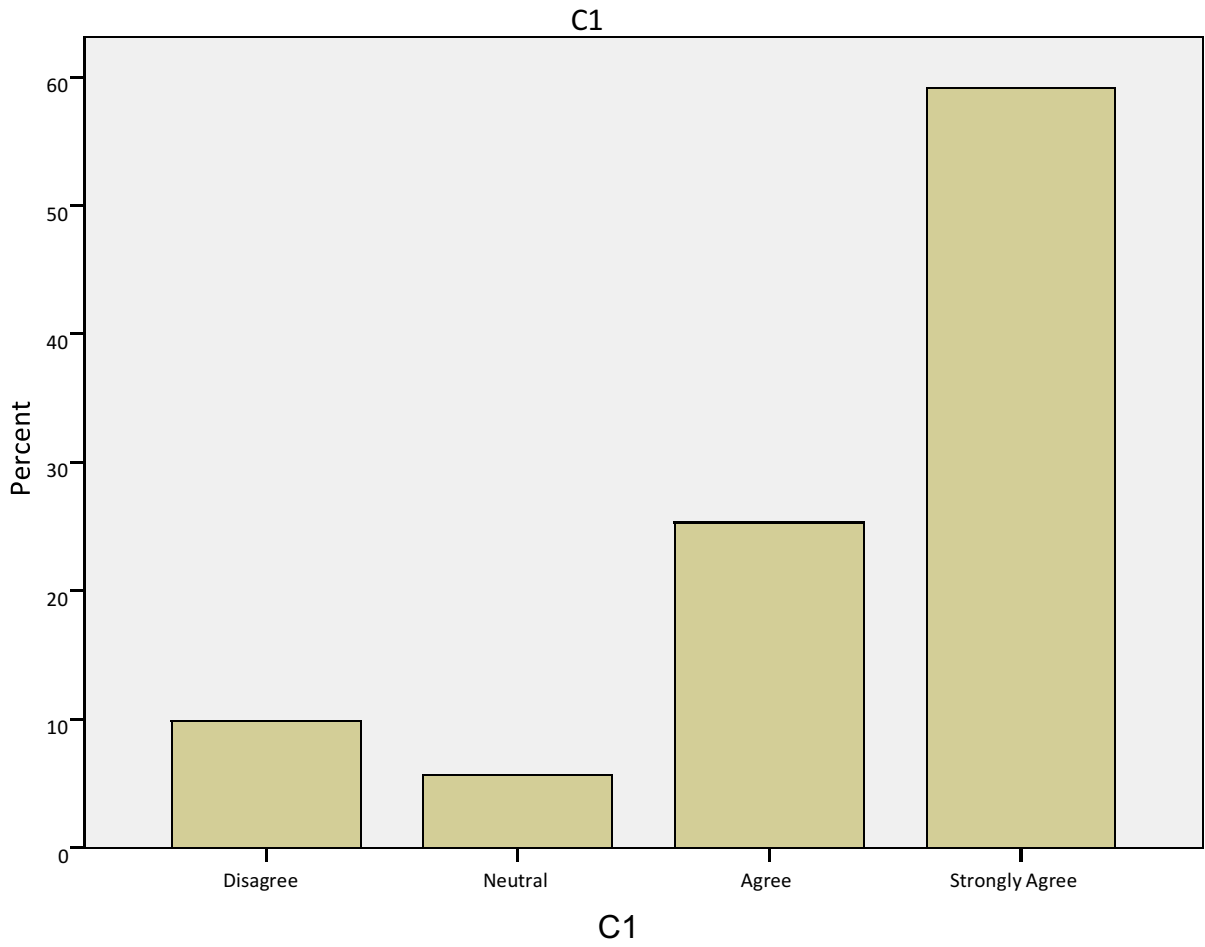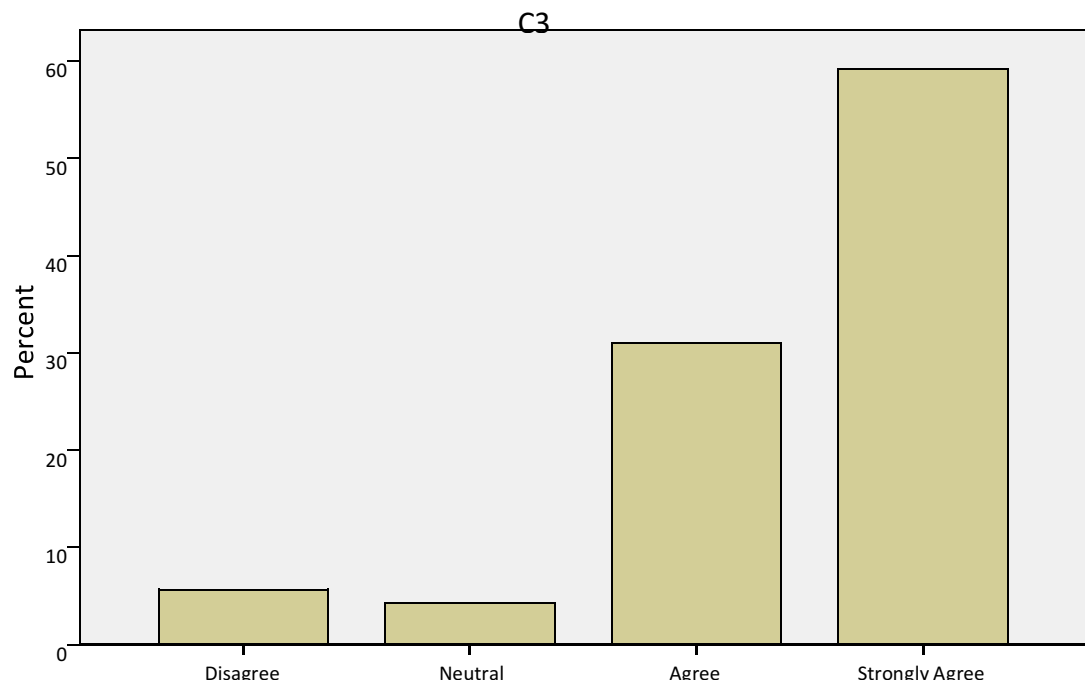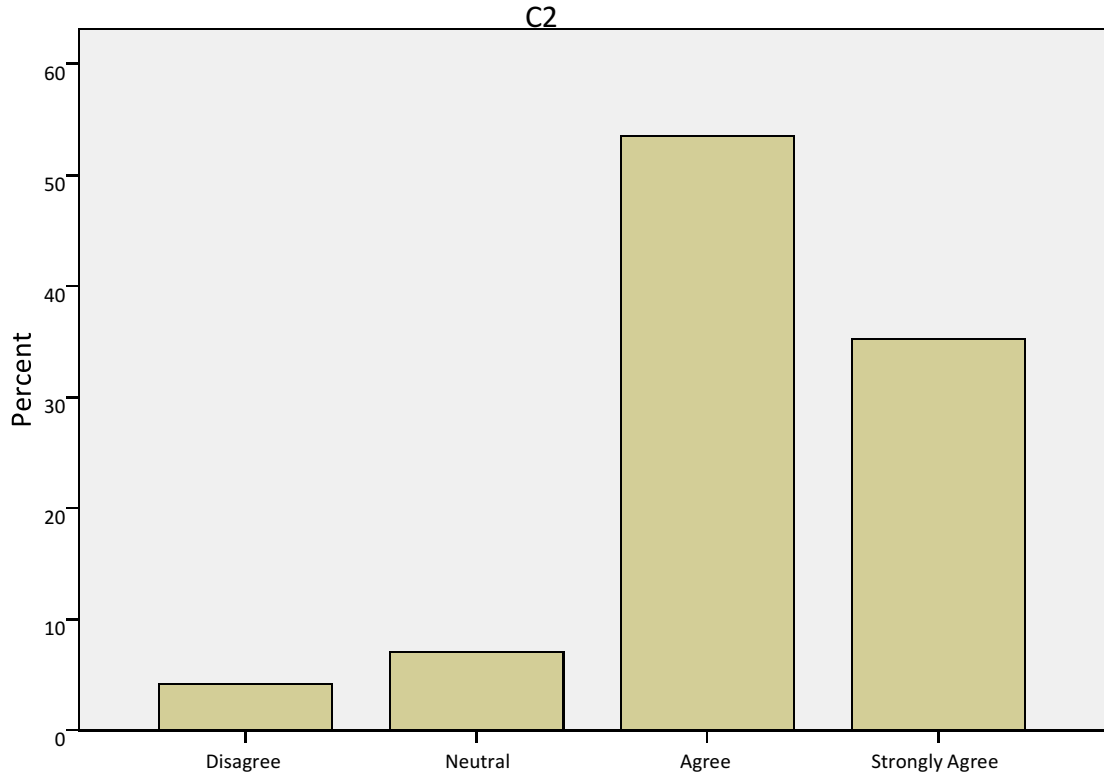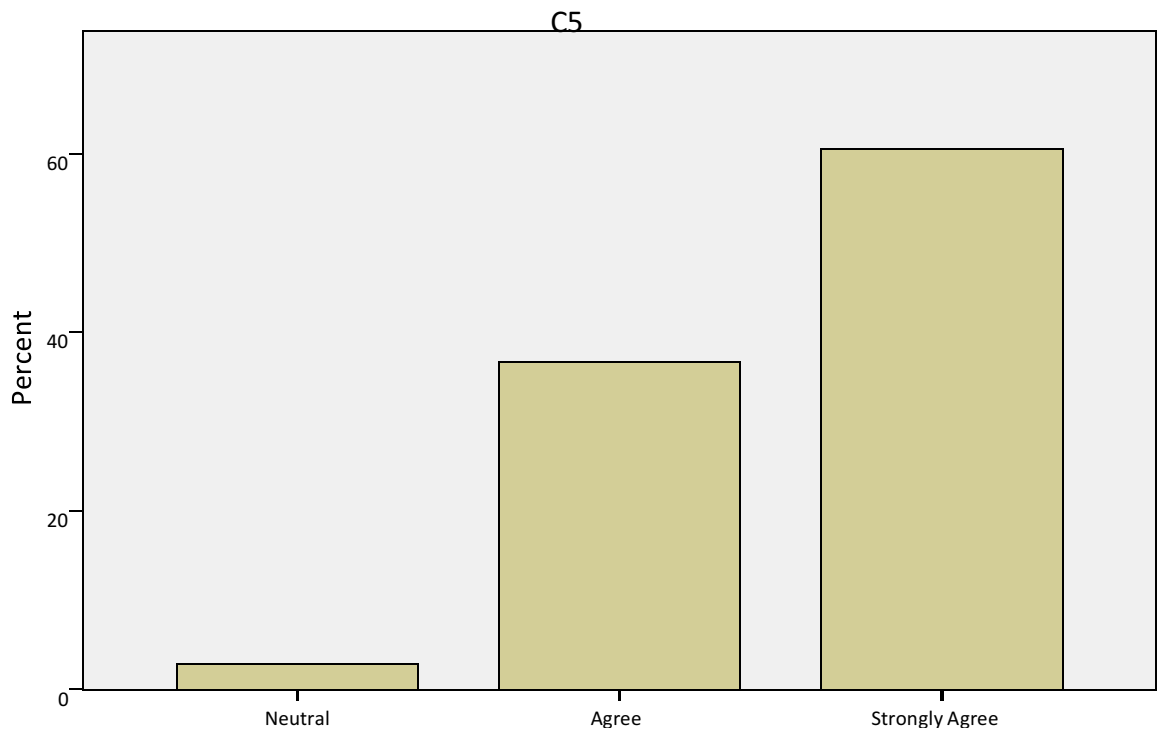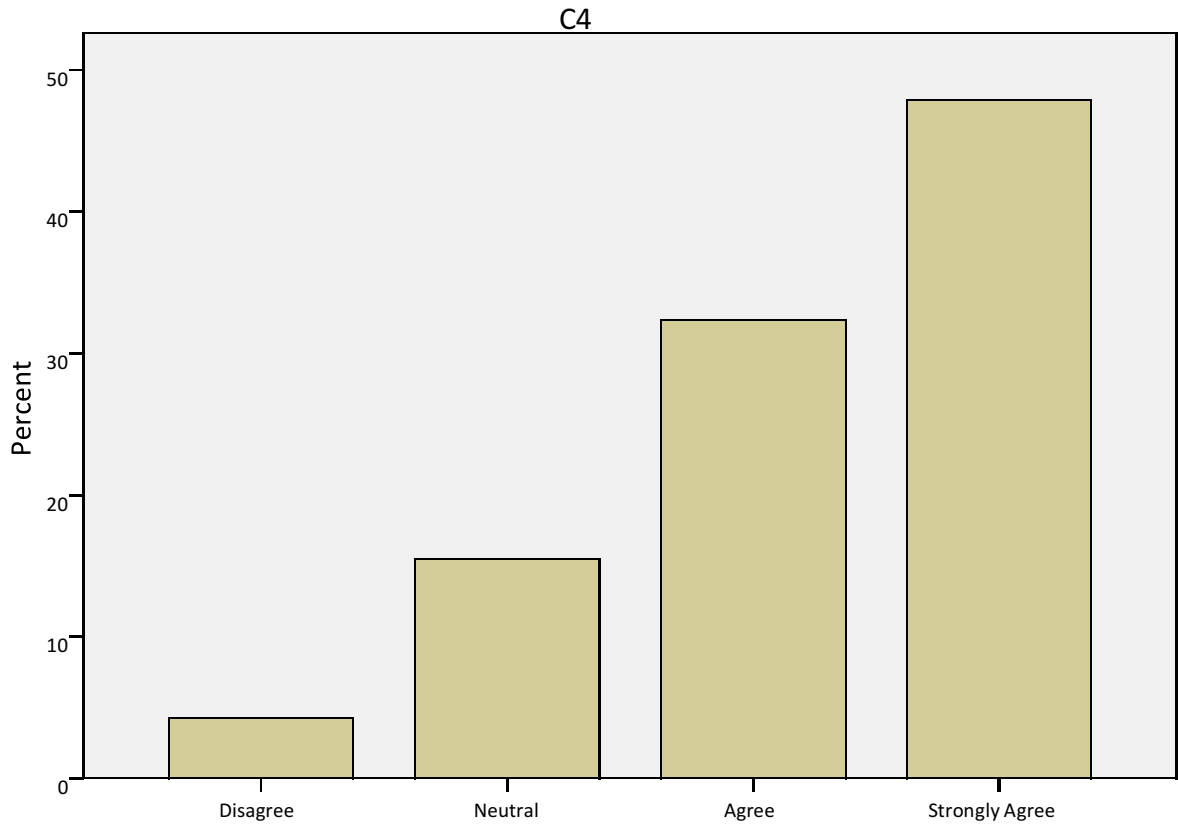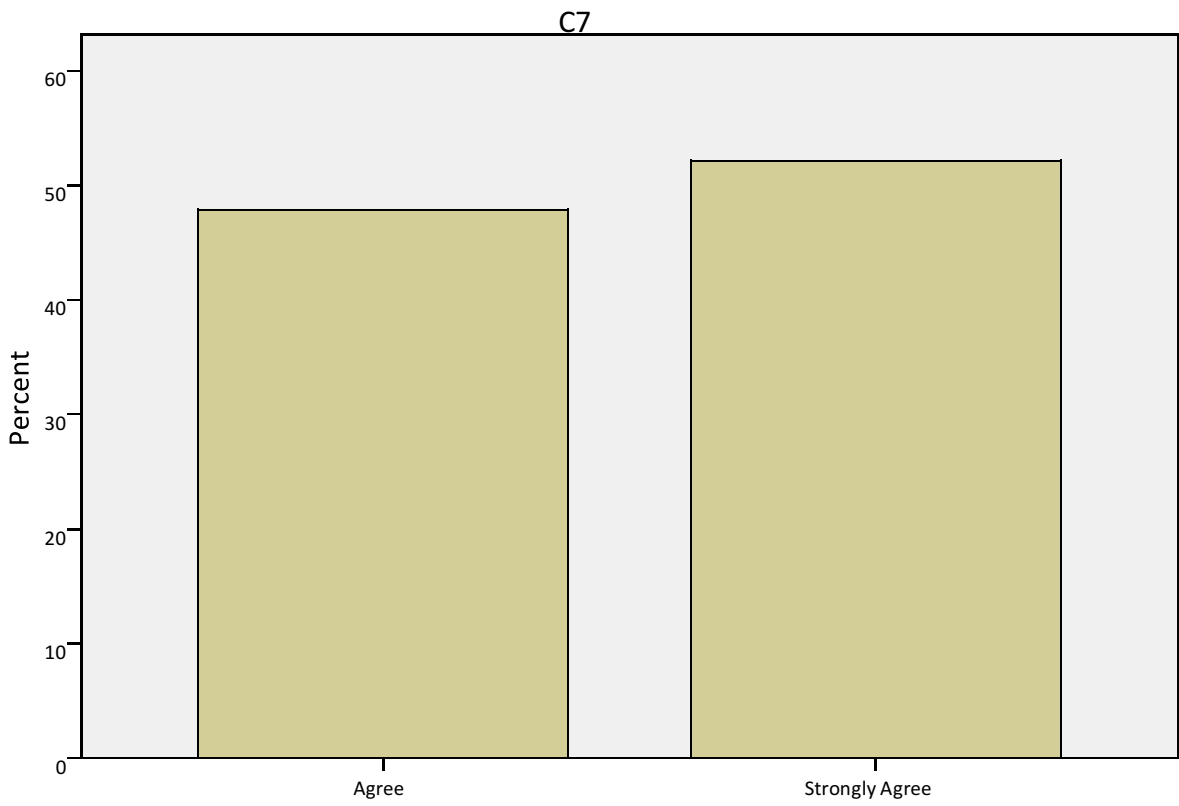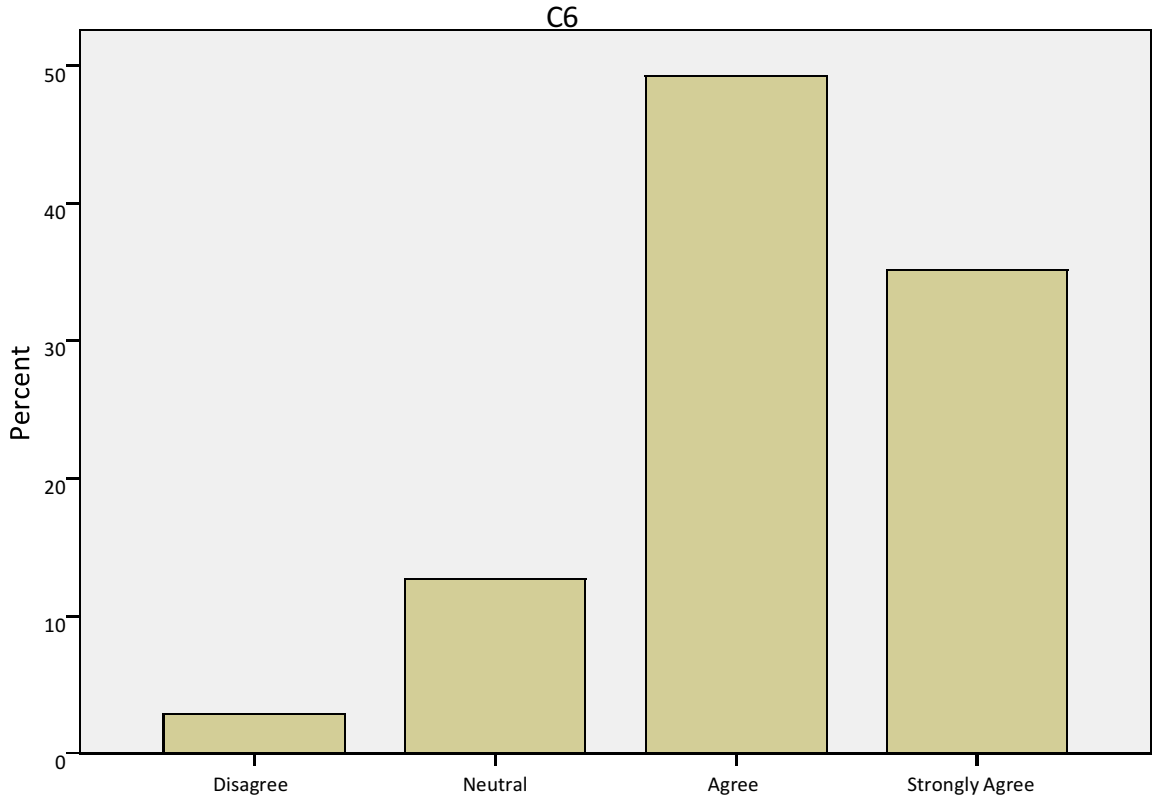
DESCRIPTIVES VARIABLES=D1 D2 D3 D4 D5 D6 D7 D8 D9 D10
/STATISTICS=MEAN STDDEV SKEWNESS.

Descriptive

[DataSet1]

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Reaches global audience faster	71	4.42	.525	.015	.285
Improves customer services	71	4.52	.606	-.875	.285
It facilitates automation IMC activities	71	4.451	.6500	-1.097	.285
Saves time, money and energy	71	4.27	.736	-.472	.285
Generate faster and multiple consumer feedback	71	4.35	.739	-.673	.285
Tools of competitive adavantage	71	4.24	.746	-.423	.285
Easier to manage and integrate	71	4.31	.709	-.529	.285
Generate direct revenue online	71	3.99	.746	-.189	.285
Effective sales promotion measure	71	4.14	.457	.562	.285
Real time tracking of IMC performance	71	4.30	.663	-.411	.285
Valid N (listwise)	71				

FREQUENCIES VARIABLES=D1 D2 D3 D4 D5 D6 D7 D9 D10 D8

  /BARCHART PERCENT
/ORDER=ANALYSIS.

Frequencies

[DataSet1]

Statistics

		Reaches global audience faster	Improves customer services	It facilitates automation IMC activities	Saves time, money and energy	Generate faster and multiple consumer feedback
N	Valid	71	71	71	71	71
	Missing	0	0	0	0	0

80

		Tools of competitive advantage	Easier to manage and integrate	Effective sales promotion measure	Real time tracking of IMC performance	Generate direct revenue online
N	Valid	71	71	71	71	71
	Missing	0	0	0	0	0

Frequency Table

Reaches global audience faster

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	1.4	1.4	1.4
	Agree	39	54.9	54.9	56.3
	Strongly Agree	31	43.7	43.7	100.0
	Total	71	100.0	100.0	

Improves customer services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	4	5.6	5.6	5.6
	Agree	26	36.6	36.6	42.3
	Strongly Agree	41	57.7	57.7	100.0
	Total	71	100.0	100.0	

It facilitates automation IMC activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.4	1.4	1.4
	Neutral	3	4.2	4.2	5.6
	Agree	30	42.3	42.3	47.9
	Strongly Agree	37	52.1	52.1	100.0
	Total	71	100.0	100.0	

Saves time, money and energy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	12	16.9	16.9	16.9
	Agree	28	39.4	39.4	56.3
	Strongly Agree	31	43.7	43.7	100.0
	Total	71	100.0	100.0	

Generate direct revenue online

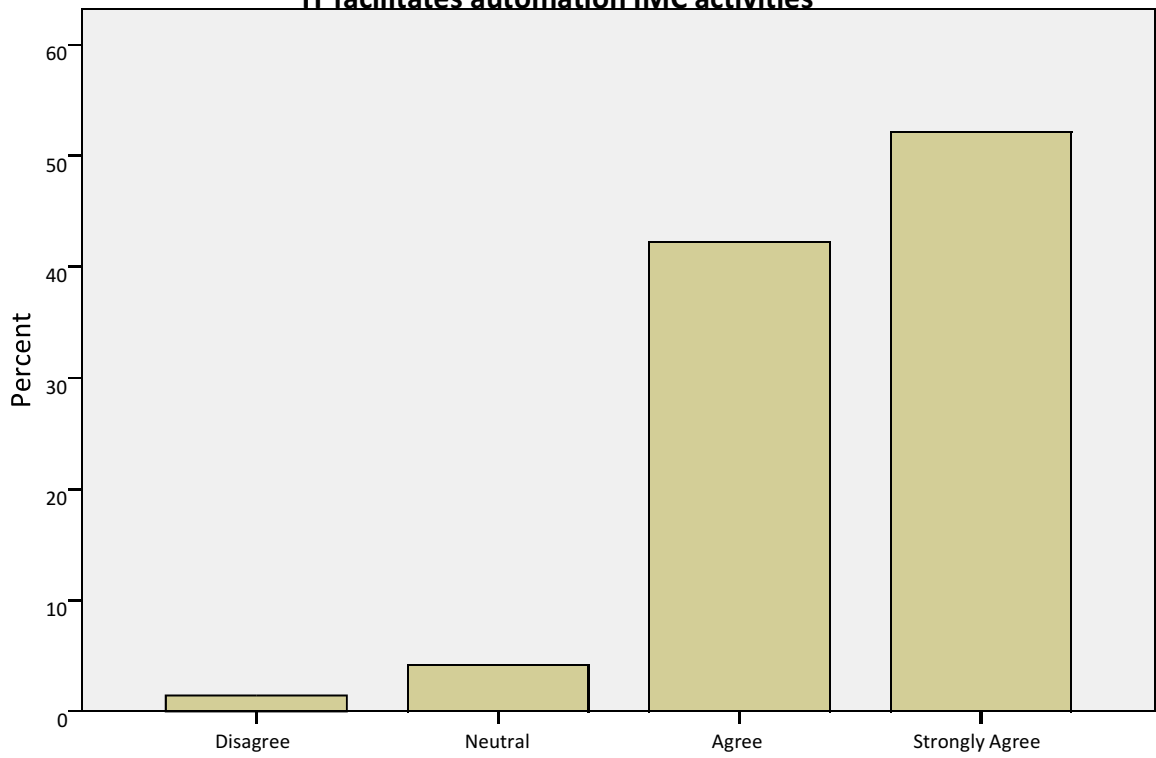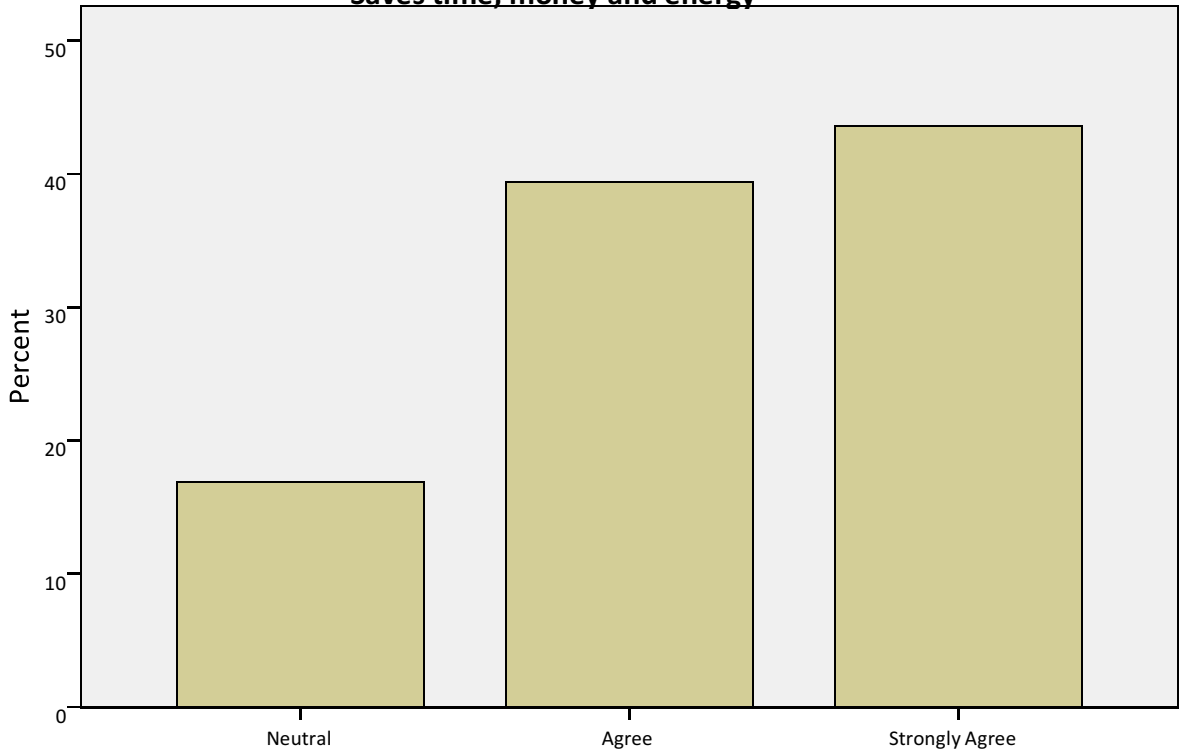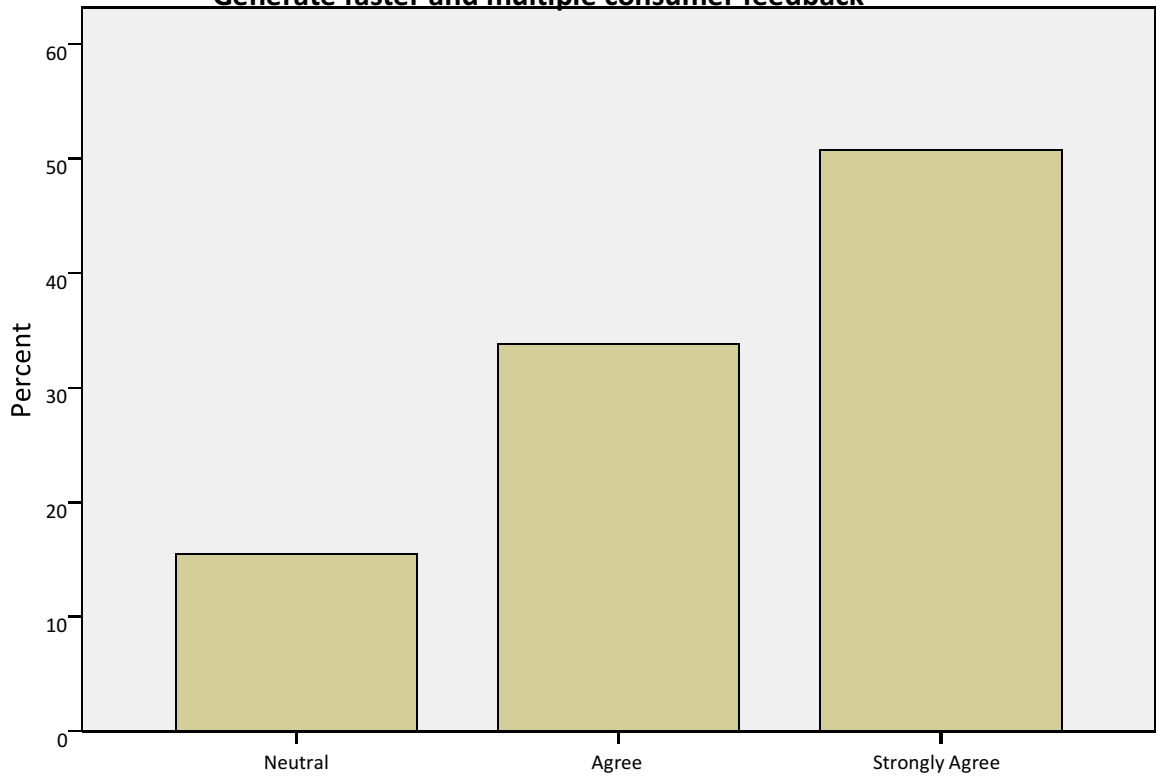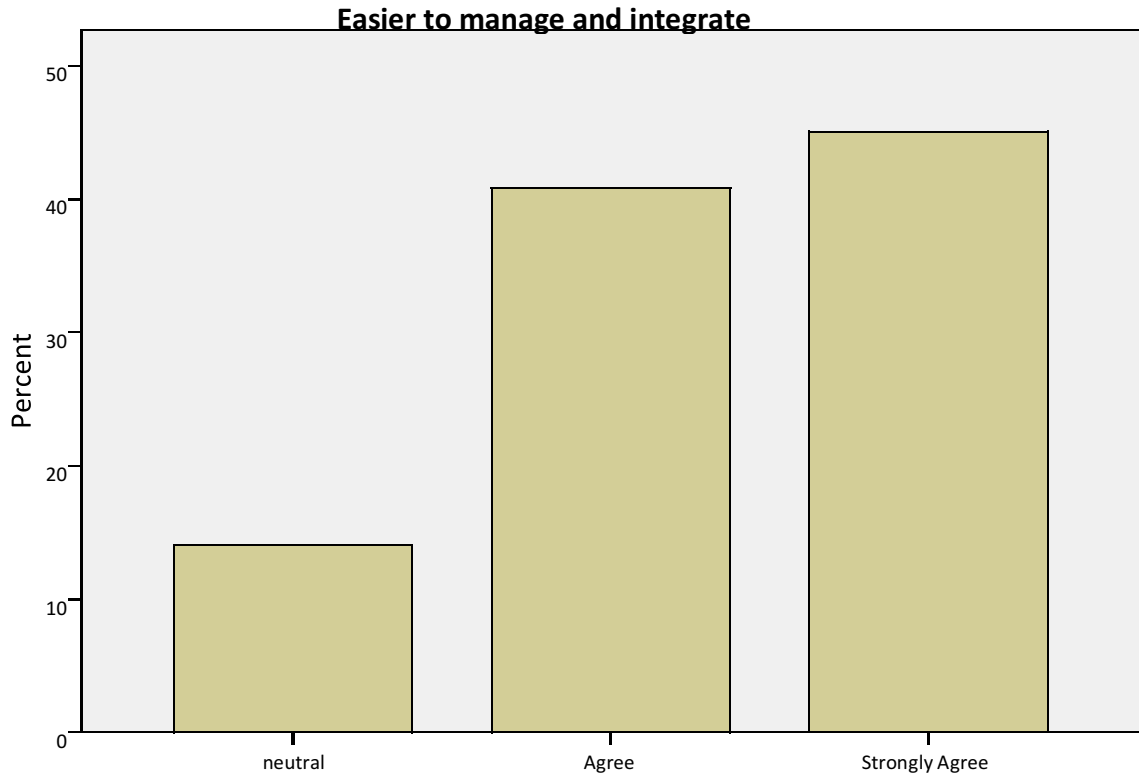|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.4	1.4	1.4
	Neutral	17	23.9	23.9	25.4
	Agree	35	49.3	49.3	74.6
	Strongly Agree	18	25.4	25.4	100.0
	Total	71	100.0	100.0	
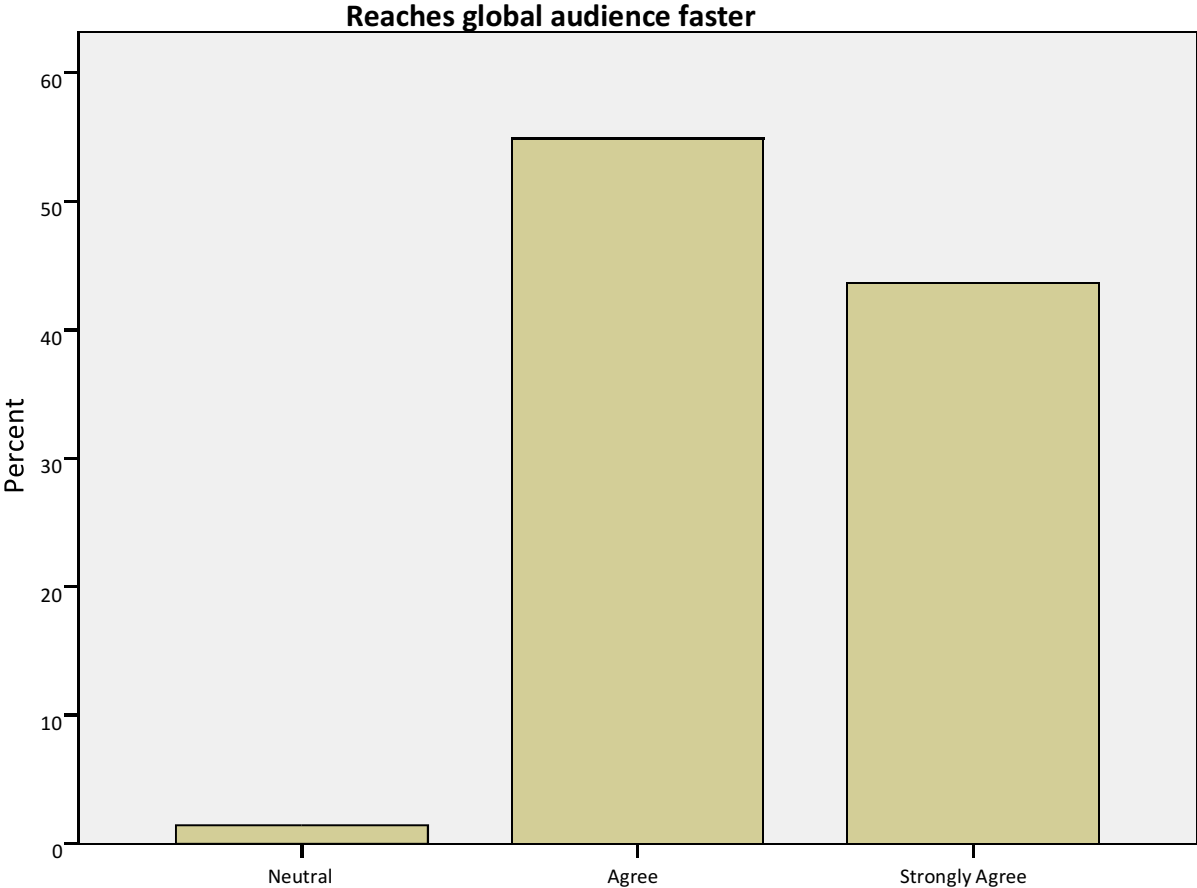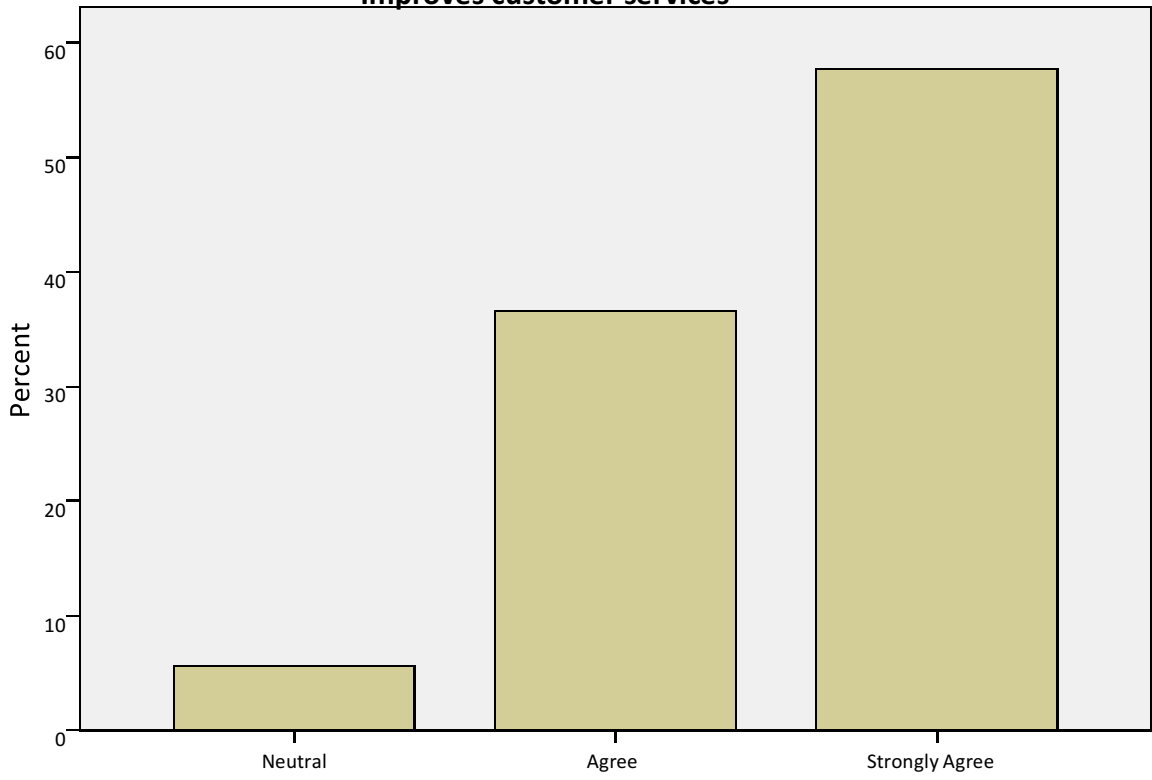
Bar Chart

Reaches global audience faster

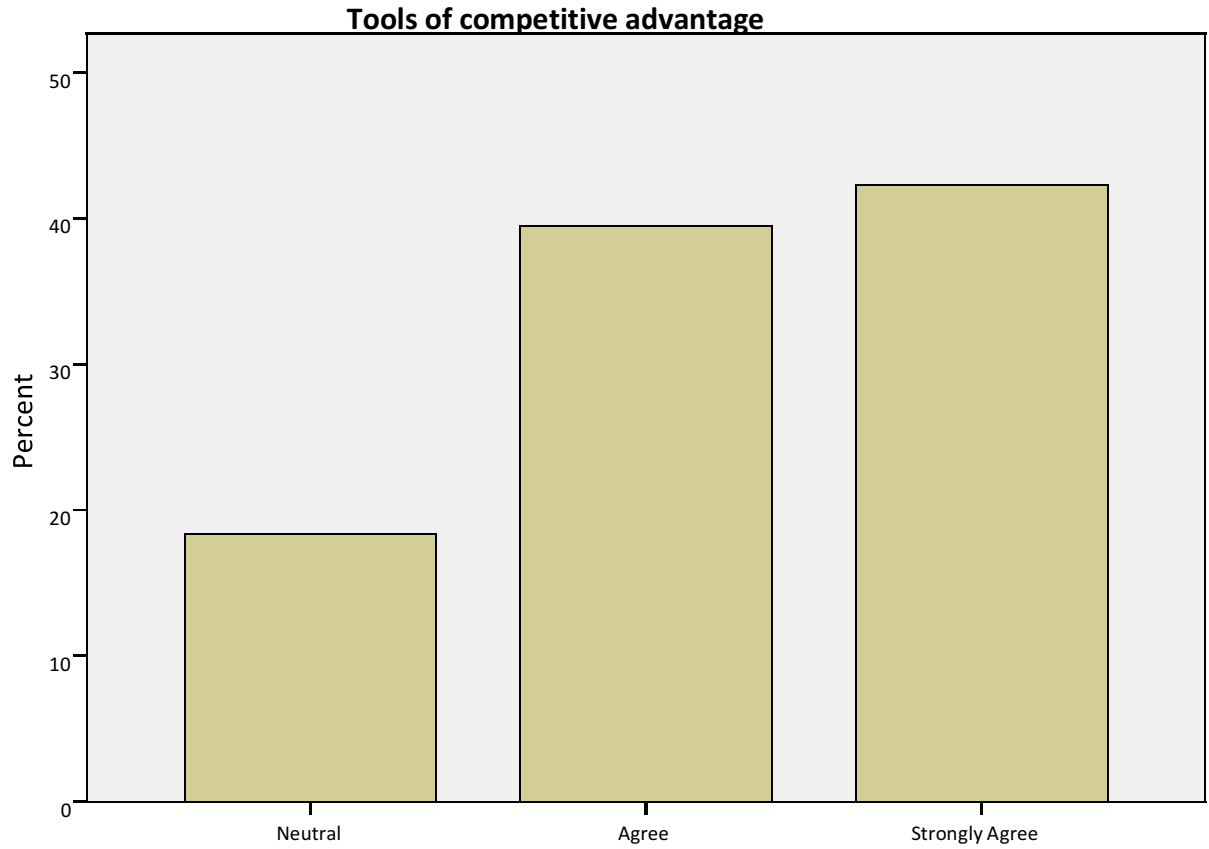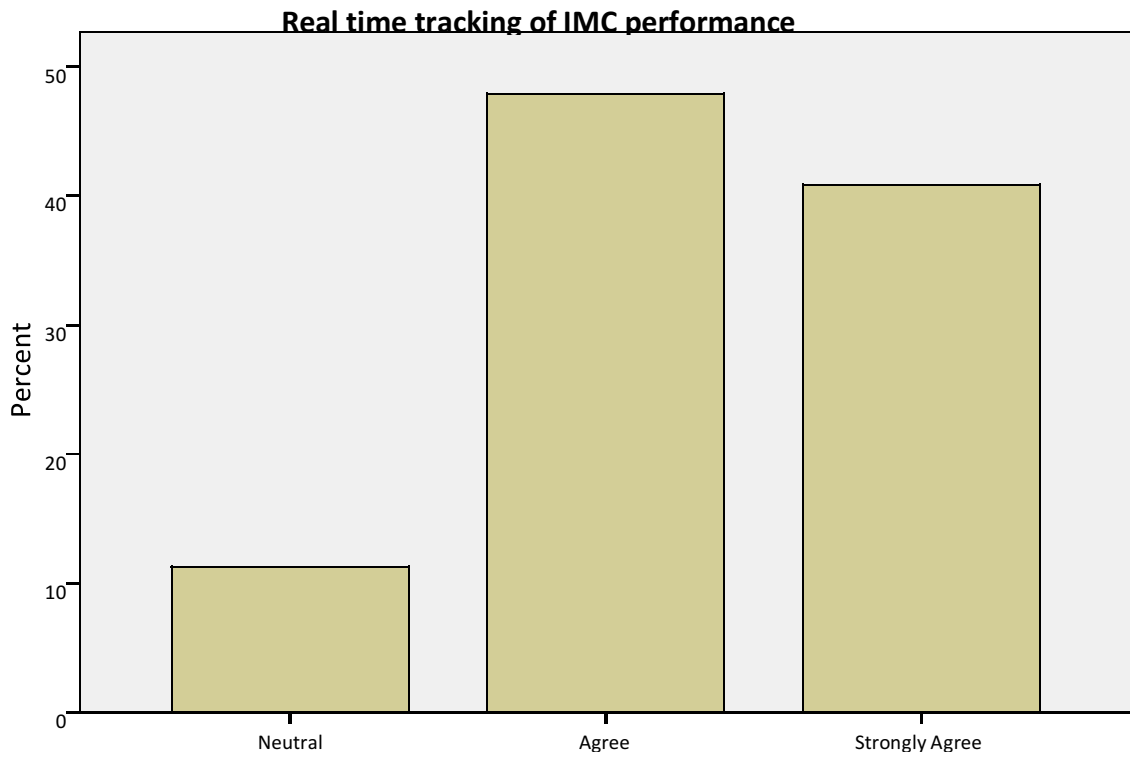## Improves customer services

IT facilitates automation IMC activities

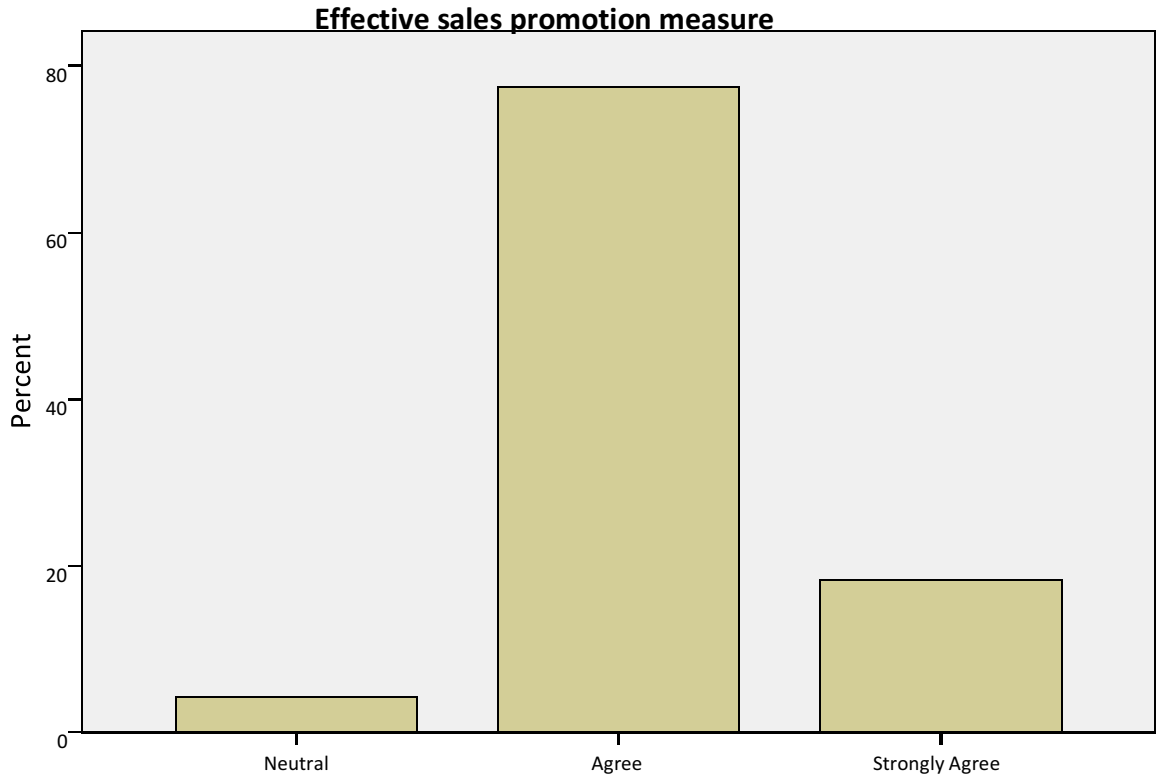## Saves time, money and energy

Generate faster and multiple consumer feedback

Tools of competitive advantage

Easier to manage and integrate

Effective sales promotion measure

Real time tracking of IMC performance

Generate direct revenue online

Generate direct revenue online
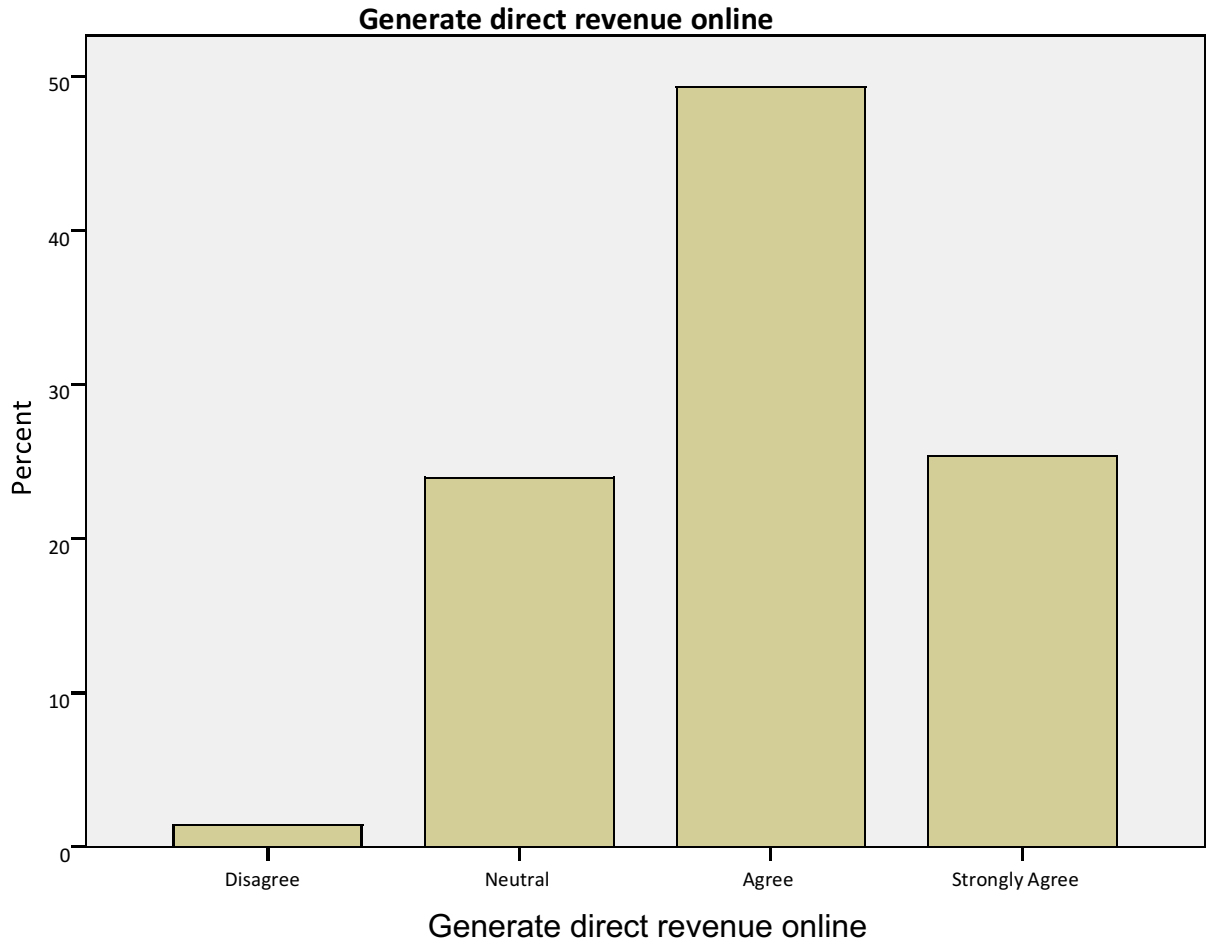
DESCRIPTIVES VARIABLES=E1 E2 E3 E4 E5 E7 E8 E6
/STATISTICS=MEAN STDDEV SKEWNESS.

Descriptive

[DataSet1]

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Number of unique visitors on targeted web page	71	4.21	.809	-.908	.285
The number of repeated visit	71	4.37	.741	-1.362	.285
The behaviour of the visitors on the site	71	4.42	.690	-.788	.285
Level of interaction on the web page	71	3.86	.816	-.220	.285
Sales and income generated	71	3.62	.781	-.134	.285
Improvement on organisation profitability	71	3.87	.695	-.349	.285
Achievement of the set objectives	71	4.07	.946	-.873	.285
The number of page viewed per visit	71	3.65	.896	-.583	.285
Valid N (listwise)	71				

DESCRIPTIVES VARIABLES=F1 F2 F3 F4 F5 F6 F7 F8 F9 F10 F11
/STATISTICS=MEAN STDDEV SKEWNESS.

Descriptive

[DataSet1]

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
E-mail marketing	71	4.31	.466	.840	.285
Video marketing/video content marketing	71	4.37	.514	.240	.285
Artificial intelligence/ chartbot	71	4.04	.546	.031	.285
Promo code/coupon	71	3.58	1.023	-.215	.285
Sampling/trial version	71	3.87	.985	-.940	.285
Influencer marketing	71	3.97	.810	-.280	.285
Social media marketing	71	3.87	.827	-.849	.285
Search engine marketing	71	3.61	.853	-.127	.285
Sponsorship marketing	71	3.73	.894	-.180	.285
Big data management	71	4.18	.593	-.068	.285
Mobile app marketing	71	4.04	.546	.031	.285
Valid N (listwise)	71				

FREQUENCIES VARIABLES=F1 F2 F3 F4 F5 F6 F7 F8 F9 F10 F11

  /BARCHART PERCENT
/ORDER=ANALYSIS.

Frequencies

[DataSet1]

		E-mail marketing	Video marketing/video content marketing	Artificial intelligence/ chartbot	Promo code/coupon	Sampling/trial version
N	Valid	71	71	71	71	71
	Missing	0	0	0	0	0

		Influencer marketing	Social media marketing	Search engine marketing	Sponsorship marketing	Big data management
N	Valid	71	71	71	71	71
	Missing	0	0	0	0	0

		Mobile app marketing
N	Valid	71
	Missing	0

Frequency Table

E-mail marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	49	69.0	69.0	69.0
	Strongly Agree	22	31.0	31.0	100.0
	Total	71	100.0	100.0	

Video marketing/video content marketing

		Frequency	Percent	Valid Percent	
Valid	neutral	1	1.4	1.4	1.4
	Agree	43	60.6	60.6	62.0
	Strongly Agree	27	38.0	38.0	100.0
	Total	71	100.0	100.0	

Artificial intelligence/ chartbot

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	9	12.7	12.7	12.7
	Agree	50	70.4	70.4	83.1
	Strongly Agree	12	16.9	16.9	100.0
	Total	71	100.0	100.0	

Promo code/coupon

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.4	1.4	1.4
	Disagree	10	14.1	14.1	15.5
	Neutral	22	31.0	31.0	46.5
	Agree	23	32.4	32.4	78.9
	Strongly Agree	15	21.1	21.1	100.0
	Total	71	100.0	100.0	

Sampling/trial version

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	4.2	4.2	4.2
	Disagree	1	1.4	1.4	5.6
	Neutral	18	25.4	25.4	31.0
	Agree	29	40.8	40.8	71.8
	Strongly Agree	20	28.2	28.2	100.0
	Total	71	100.0	100.0	

Influencer marketing

		Frequency	Percent	Valid Percent	
Valid	Disagree	2	2.8	2.8	2.8
	Neutral	18	25.4	25.4	28.2
	Agree	31	43.7	43.7	71.8
	Strongly Agree	20	28.2	28.2	100.0
	Total	71	100.0	100.0	

Social media marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.4	1.4	1.4
	Disagree	3	4.2	4.2	5.6
	Neutral	14	19.7	19.7	25.4
	Agree	39	54.9	54.9	80.3
	Strongly Agree	14	19.7	19.7	100.0
	Total	71	100.0	100.0	

Search engine marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	7	9.9	9.9	9.9
	Neutral	24	33.8	33.8	43.7
	Agree	30	42.3	42.3	85.9
	Strongly Agree	10	14.1	14.1	100.0
	Total	71	100.0	100.0	

Sponsorship marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	8.5	8.5	8.5
	Neutral	22	31.0	31.0	39.4
	Agree	28	39.4	39.4	78.9
	Strongly Agree	15	21.1	21.1	100.0
	Total	71	100.0	100.0	

Big data management

		Frequency	Percent	Valid Percent	
Valid	Neutral	7	9.9	9.9	9.9
	Agree	44	62.0	62.0	71.8
	Strongly Agree	20	28.2	28.2	100.0
	Total	71	100.0	100.0	

Mobile app marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	9	12.7	12.7	12.7
	Agree	50	70.4	70.4	83.1
	Strongly Agree	12	16.9	16.9	100.0
	Total	71	100.0	100.0	

Bar Chart

E-mail marketing
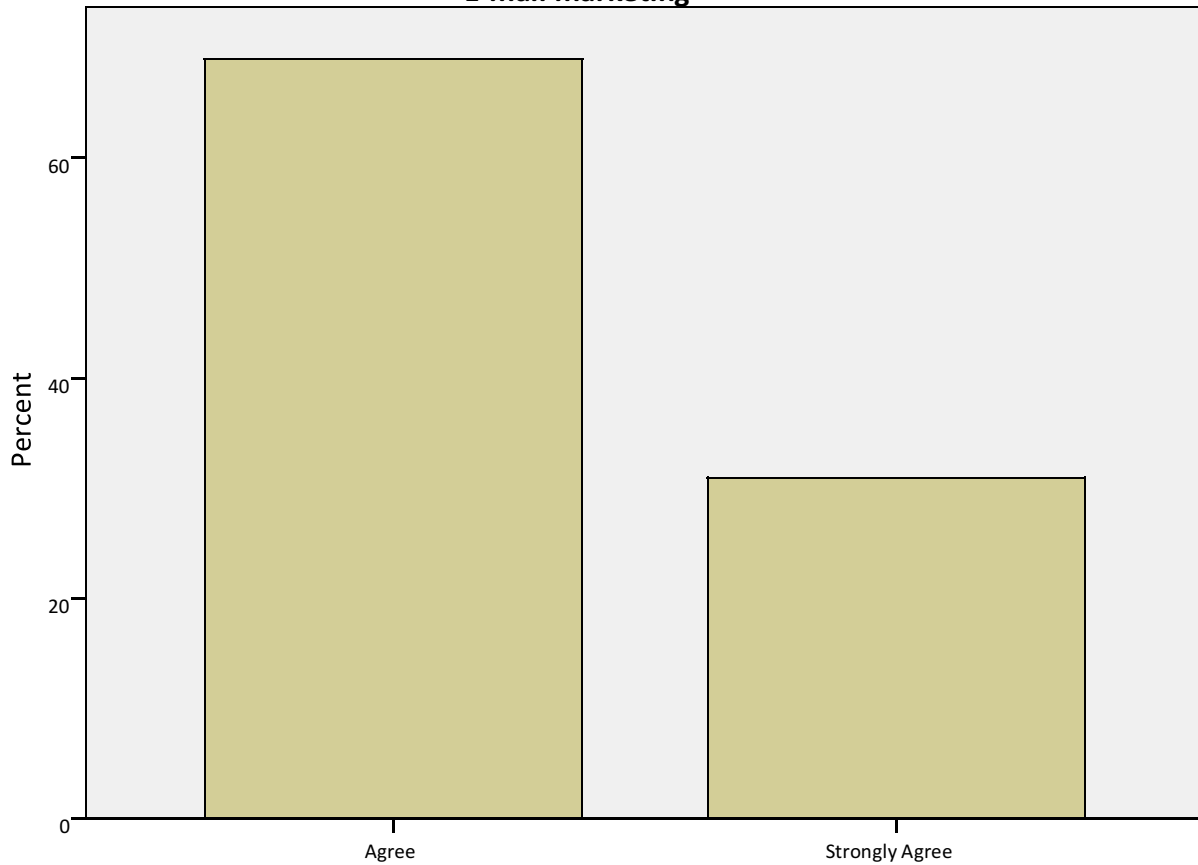
Video marketing/video content marketing
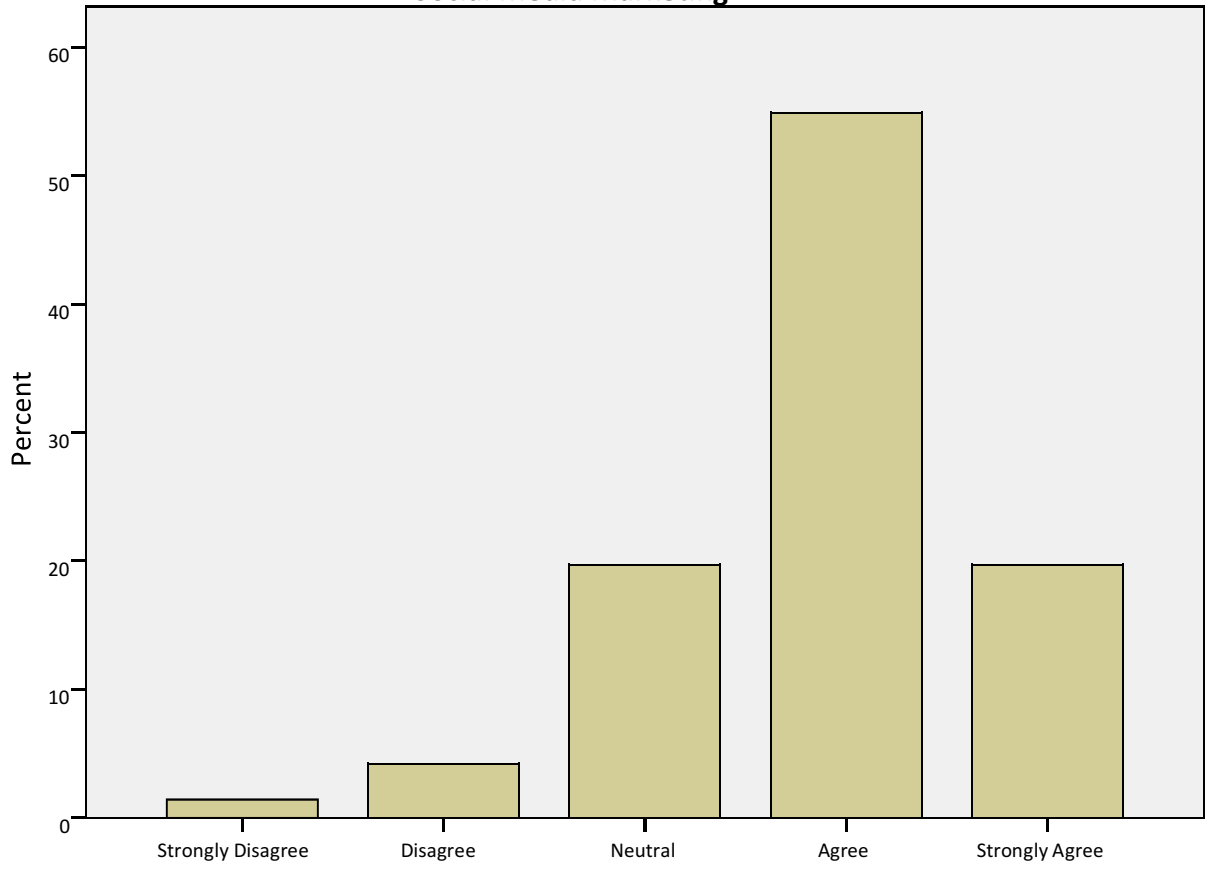

Artificial intelligence/ chartbot

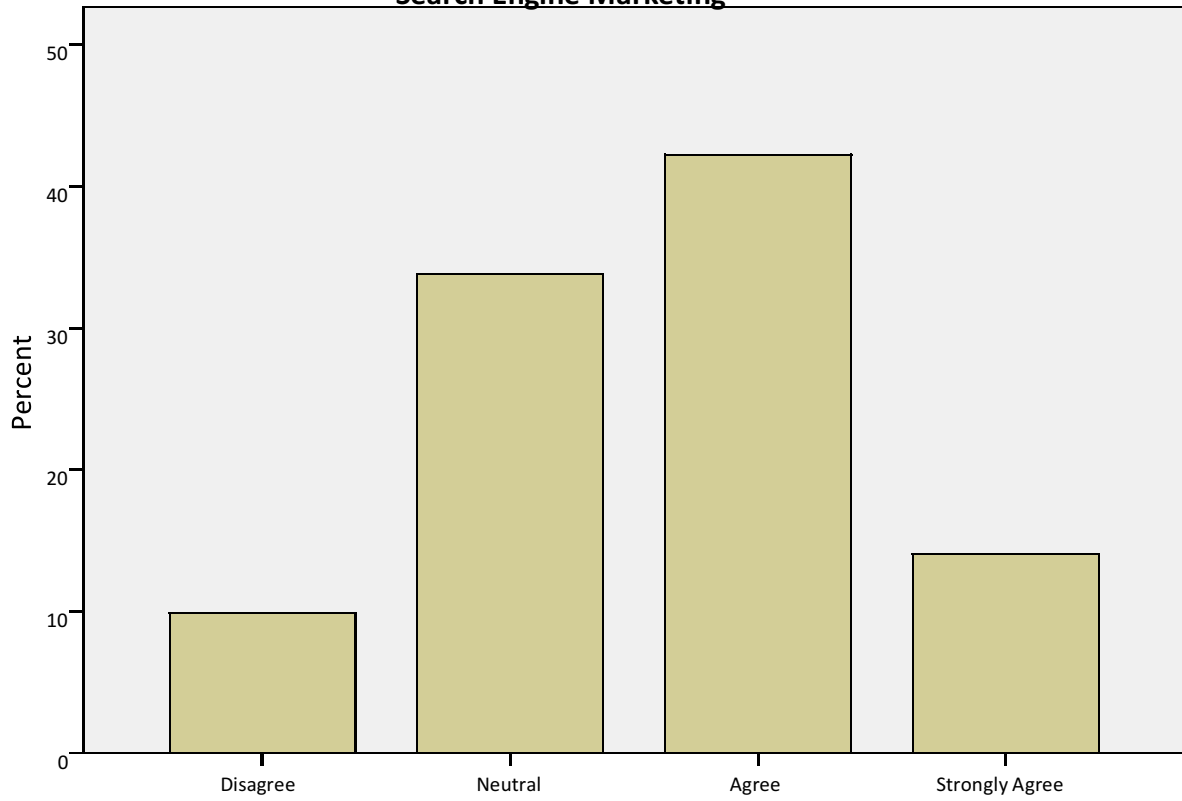## Promo code/coupon
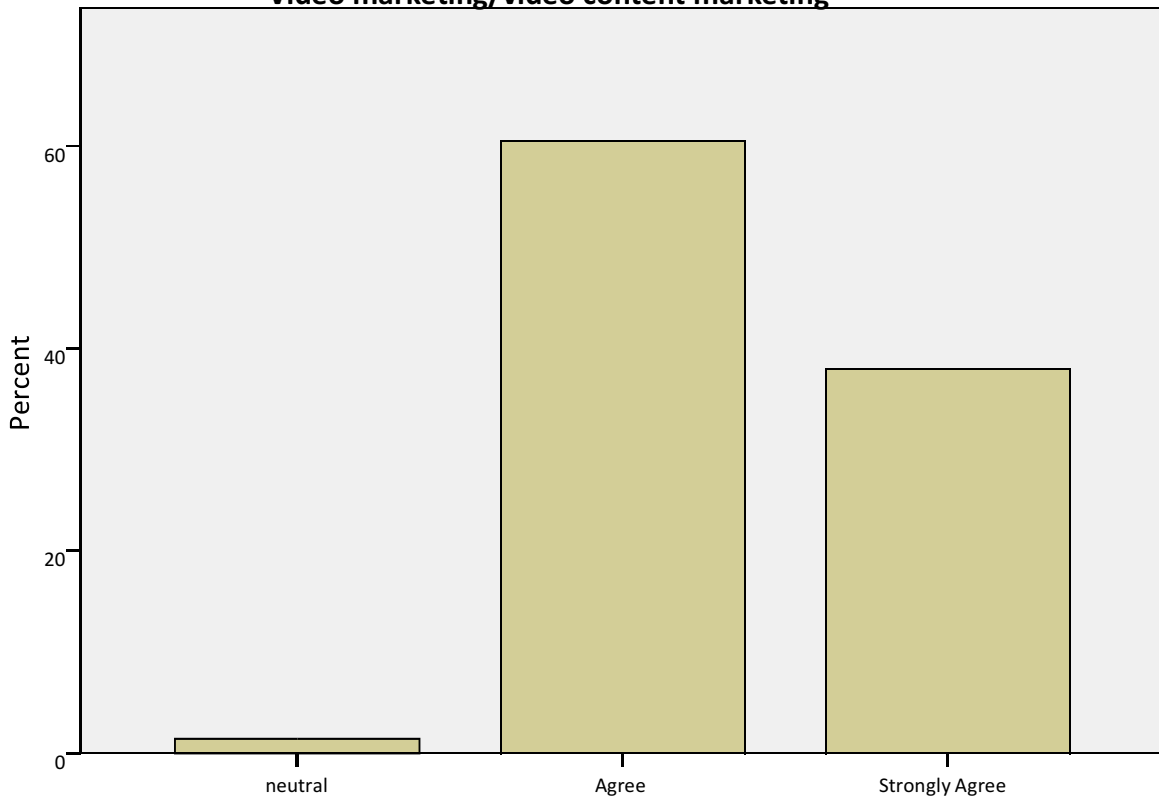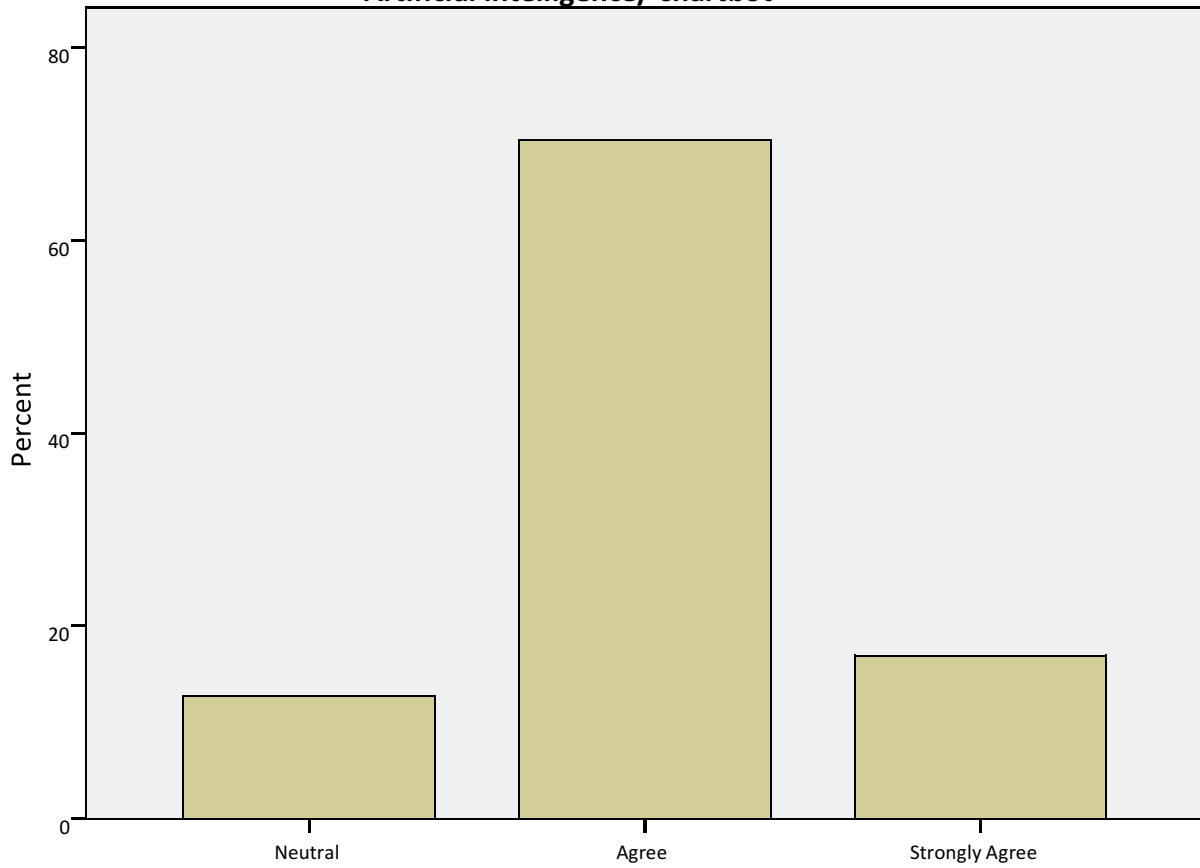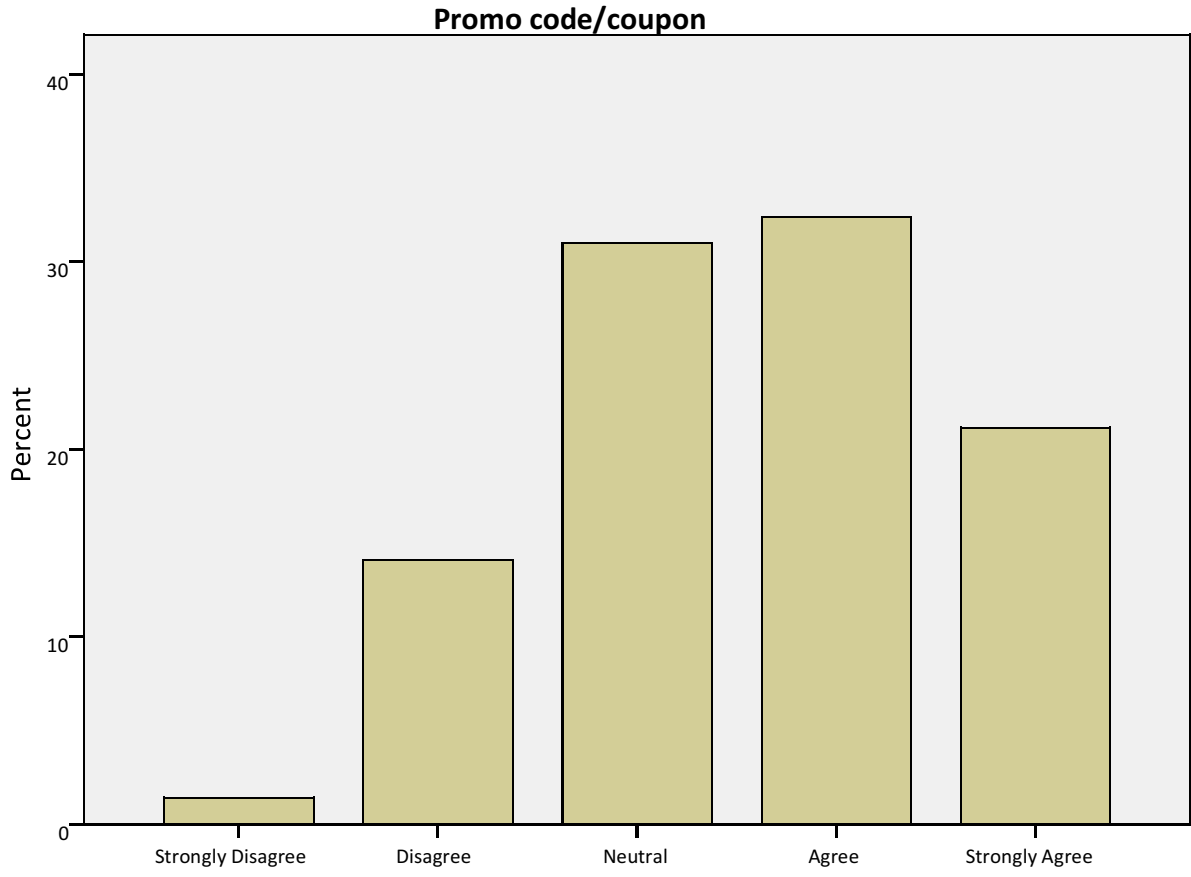
Sampling/Trial version
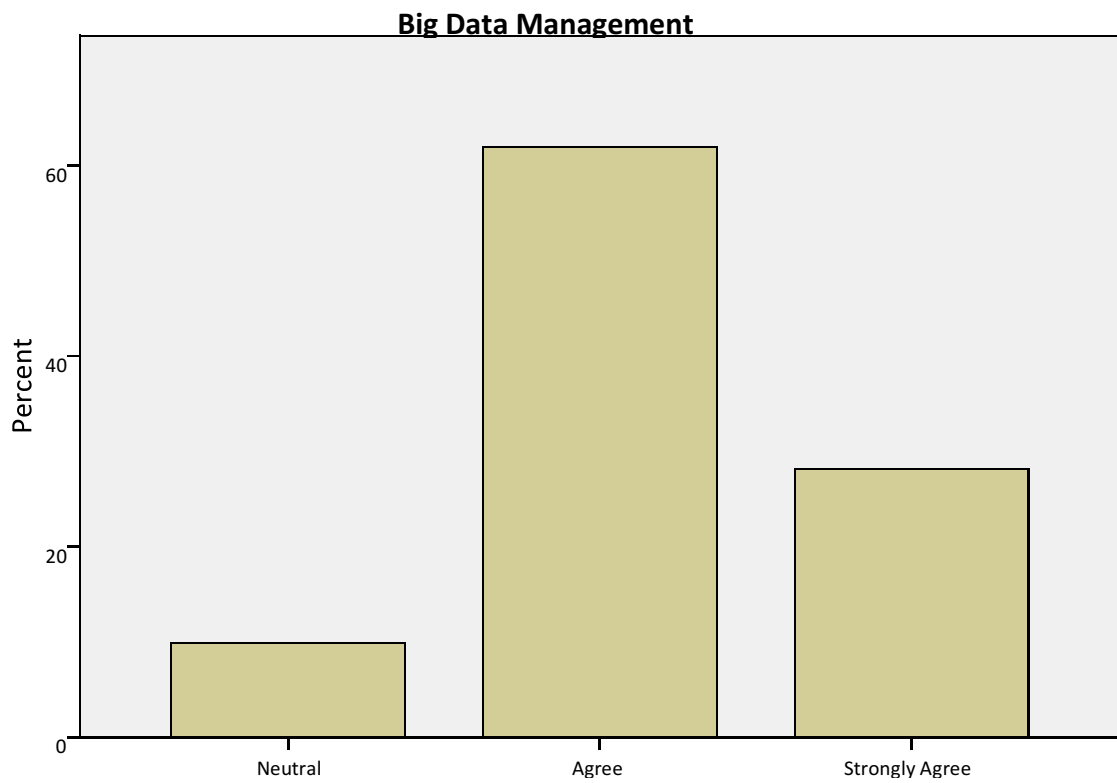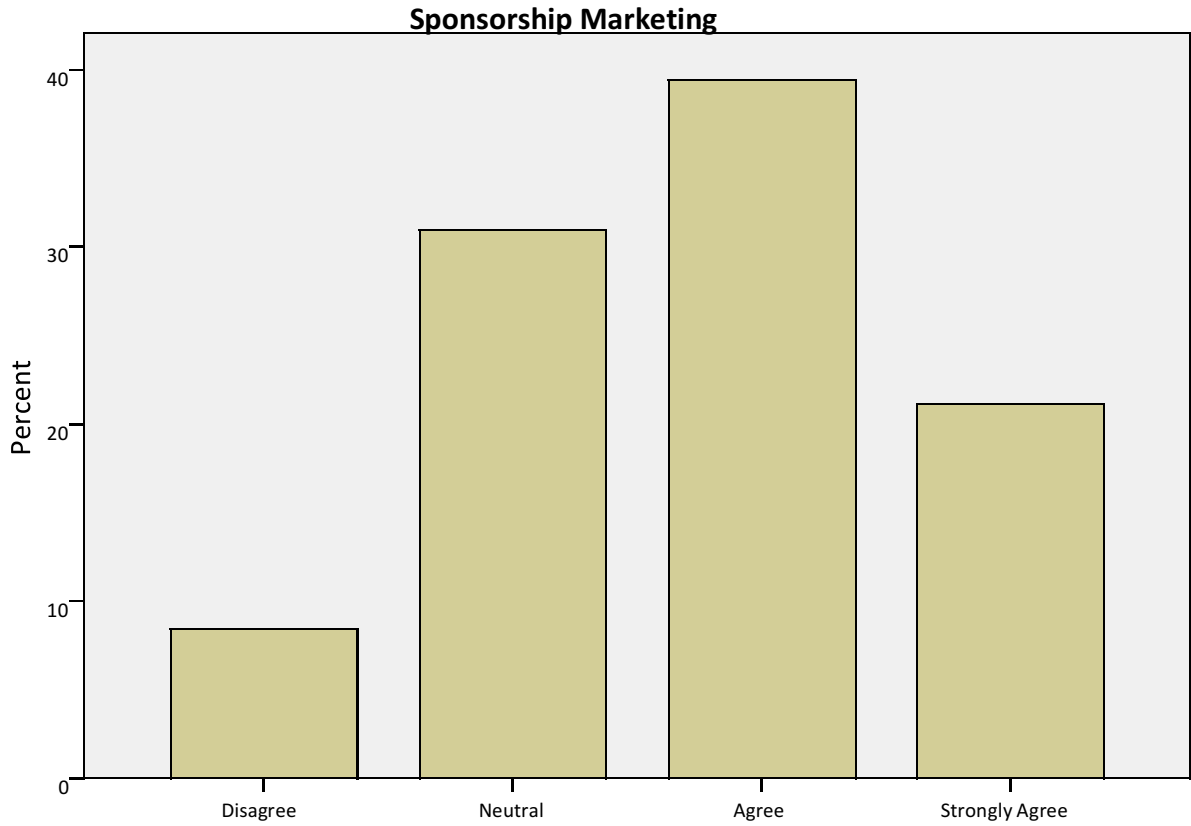

Influencer Marketing

Social Media Marketing

Search Engine Marketing

97

Sponsorship Marketing

Big Data Management

Mobile App Marketing